**From:** Allen, Kathleen [Kathleen.Allen@avisbudget.com]
**Sent:** Wednesday, November 04, 2009 8:17 AM
**To:** Utterback, John; Taylor, William; Madsen, Scott; Kingston, Lenora; 'denise.kincade@state.co.us'; Haugh, Judy
**Subject:** State of Colorado Car Rental BOA - Avis Budget Group - Modified Offer

**Attachments:** State of Colorado Avis Automobile Rentals - Exhibit K New 11-3-09l.xls; State of Co Budget Automobile Rentals - Exhibit K New 11-3-09.xls

Good Morning,

We are very excited to present you with our improved Avis & Budget BOA programs. We worked very hard to provide the State of Colorado the following deep cost saving reductions on top of our extremely customized Avis & Budget BOA offer. We feel strongly that these additional savings combined with our proven track record for exemplary customer service and account management provide the State of Colorado with the best car rental solution.

**Additional Cost Savings Provided by Avis & Budget via Modified Offer**:

- Roll Back of Daily Base Rates: up to 5% (see attached)
- Roll Back of $3 & $6 in State of Colorado's Top Locations (see attached)
  - Washington, DC
  - Baltimore
  - Los Angeles
  - San Francisco
  - San Jose
  - Dallas
  - Houston
- Increased Rebate: now 5%
- Program Guarantee Extended for 2 Straight Years. Only a $1 increase to daily base rates in Yr 3, all else remains the same
- Full LDW Included (vehicle insurance)
  - The State will have the ability to 'rate shop' promotional rates and still maintain full insurance coverage
  - This is in addition to Liability coverage

Cost of Change

It is important to note that the National Industry Average for the Cost of Changing Car Rental Companies is 5+%. This may be even higher for the State of Colorado considering the number of State Agencies, Travel Agencies, etc. The implementation can be pain staking and the cost of non compliance due to confusion/lack of education is great. We offer a perfect example in the State of Washington. Two years after endorsing Enterprise, they've moved less than 50% of their total car rental spend over.

Avis & Budget have been a long standing Travel Partners with the State of Colorado. We are infused in every State Agency, on numerous levels. It is our deep desire to retain our partnership with the State of Colorado. We hope we have conveyed this through our new offer.

Please let me know if you have any questions.

Sincerely,

Kathleen

**Kathleen Allen**

Global Account Manager

Corporate Sales

**Avis Budget Group**

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*IMPORTANT AVIS CONTACT UPDATE: All of my customers have been re-assigned to a new Account Services Representative, Holly Ferguson, 800-525-7521 ext. 31695 or Holly.Ferguson@avis.com For Budget, contact Karen Benson Karen.Benson@avisbudget.com or Erika Robillard Erika.Robillard@avisbudget.com at 206-652-5036.

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