



FACT SHEET

Company:	Dollar Rent A Car, Inc.
Company Overview:	Dollar's main focus is serving the airport vehicle rental market, which is comprised of business and leisure travelers. Dollar currently has 149 company-owned locations in the U.S. and Canada. The majority of its locations are on or near airport facilities.
Founded:	1965; Los Angeles, Calif.
Owner:	Dollar Thrifty Automotive Group, Inc. (NYSE: DTG)
World Headquarters:	5330 E. 31st Street, Tulsa, OK 74135 (918) 669-3000
Locations:	As of December 31, 2010, Dollar's vehicle rental system included 274 locations in the U.S. and Canada, consisting of 149 company-owned stores and 125 franchisee locations. Dollar had 82 company-owned stores at airports and 67 in local markets, and 57 franchised in-terminal airport locations and 68 franchised local market operations in the U.S. and Canada. Dollar has over 550 worldwide locations in 58 countries.
Employees:	Dollar Thrifty Automotive Group, Inc. has approximately 6,000 employees in North America.
Dollar Rent A Car Service Areas:	Dollar offers master franchises outside the U.S. and Canada, generally on a countrywide basis. Dollar has franchised locations in 58 countries in Latin America, Europe, the Middle East and the Asia-Pacific regions.
To Make A Reservation:	www.DOLLAR.com , home of Dollar's Lowest Rates Twenty-four hour Toll-Free Worldwide Reservations: U.S.: (800) 800-4000 International: (800) 800-6000
Travel Partners:	Alaska Airlines Mileage Plan, All Nippon Airways Mileage Club, American Airlines AAdvantage®, Continental Airlines OnePass®, Delta Air Lines SkyMiles®, Emirates Skywards, Gulf Airlines Frequent Flyer program, Hawaiian Airlines HawaiianMiles, Japan Airlines Mileage Bank, Southwest Airlines® Rapid Rewards, United Airlines Mileage Plus® and US Airways Dividend Miles.

Dollar EXPRESS[®] :

Dollar EXPRESS is the fastest way ever to rent a car from Dollar. DOLLAR Express members enjoy the convenience of quicker reservations, rentals and returns...free of charge. Members also have the option to sign up for Dollar EXPRESS Rewards and earn free days by receiving credits for every rental day.

Dollar 4Business[®] :

Dollar offers full-service, value oriented corporate car rental programs for all sizes and types of businesses. More information is available on DOLLAR.com

Global Positioning Satellite (GPS):

Dollar offers GPS-enabled navigation via the Garmin[®] nuvi at most popular locations in the U.S. and Canada. The unit features an easy-to-use color touch screen with detailed street data including nearly six million points of interest. With turn-by-turn voice-prompted directions, the Garmin[®] nuvi features the ability to display text directions in 17 different languages and spoken directions in eleven, including English, Spanish, French, German and Italian.

Pass24[®]/Rent A Toll:

The Pass24 prepaid toll product is available in the Dallas, Houston, Denver and San Francisco areas, as well as the state of Florida. The service is available for a daily or weekly charge and includes all incurred toll charges. Pass24 reads registered license plates and utilizes video technology that captures images of the car and pays all tolls as the car passes through participating toll facilities. Dollar first launched the service in Dallas in September 2006.

Reservation Channels:

The Internet is the primary source of reservations for the Dollar brand. In 2009, approximately 76 percent of the company's non-tour reservations came through the Internet, and about 44 percent through the company's own dollar.com site. About 32 percent of non-tour reservations were provided from third-party Internet sites, with no channel providing in excess of 8 percent of total reservations. The remaining non-tour reservations were primarily provided by the reservation call centers and travel agents. Dollar is linked to all major airline reservation systems and through such systems to travel agencies in the U.S., Canada and abroad.

Contact:

Anna Cook Bootenhoff, Corporate Communications
918-669-2236
Anna.Cook@dtag.com

Revised 5/2/2011 (Stats are current through Dec. 31, 2010)