

PENSKE News



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Penske meets economic challenges head on

Penske is doing everything possible to thrive in one of the most challenging economic periods in recent history for this line of business.

“Through our sound strategy and product line enhancements, we continue to outperform our competition,” said Art Vallely, Senior Vice President – Rental, Penske Truck Leasing. “Our field associates and agents have done a phenomenal job maintaining our industry-leading position during the downturn. This year, our focus is on sales, pricing and improving the customer experience.”

Revvng up sales efforts

With 30 percent of reservations now coming through our Web site, we’re making it even easier for customers to find what they need and to make reservations. An improved online reservation application will go live this

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summer,” he said. “Another effort is our new commercial rental extranet. This site enables commercial customers to make reservations and get vital account information all online – a huge benefit for multi-location customers.”

“We’re also working with the Lease sales group to segment and prioritize their accounts, who have a greater propensity to rent, the type of vehicles they use, and



when they use them. This way, we have the right truck, at the right place, at the right time for them. We’re also focused on closing every call that comes in – the first time. Our *Just Say Yes* approach is to do whatever it takes to get the customer to reserve with us.”

Improved pricing methods

“Our new consumer rental PROS pricing system gives us a more scientific and profitable method for pricing one-way rentals. The system’s goal is to increase revenue while reducing fleet redistribution costs.

Expanded customer experience efforts

“We continue to put tremendous effort around improving the rental customer experience. Last year, we trained all corporate rental associates. This year, we extended the training to our agent network,” he concluded.



Dedication at every turn.

Want to earn an extra \$500?

If you have a few spare parking spaces, you could earn \$500!



We are asking you to park Penske vehicles that are for sale in a highly visible area on your property and forward any leads generated to our Used Truck Coordinator or designated vehicle sales contact. Any vehicle that is sold to a retail customer as a result of this initiative will earn you a \$500 referral fee (there is a \$1,500 cap per customer referral).

How it Works ...

1. Agent signs one-page Amendment to Agency Agreement
2. Penske delivers the selected vehicle(s) to the Agent
3. Penske provides proper **"For Sale"** signage and spec/price sheets
4. Agent refers lead to UTC or designated vehicle sales rep
5. Vehicle is sold meeting retail price standards
6. Workflow request is submitted
7. Check is mailed from corporate to Rental Agent

If you have any questions, please contact Bob Glenn, Director – Remarketing, Penske Truck Leasing, at 610-775-6349 or at robert.glenn@penske.com.

Simple Movers Teams Up with Penske

In an effort to create the best moving experience for customers, Penske has teamed up with Simple Movers, a nationwide moving labor company that provides loading and unloading services.

Based in Hurst, Texas, Simple Movers offers Penske customers a special rate for their services. By visiting http://www.pensketruckrental.com/rental_benefits/partners.html, then clicking on "Simple Moving Labor" link, customers can view the details of the offer and receive an estimate for their move and booking instructions. Simple Movers does not provide drivers for the rental trucks.

A recent study conducted by Penske showed that 41 percent of our customers hire some type of professional labor to help them load and unload their belongings.

"We're pleased to be working with Simple Movers," said Don Mikes, Vice President – Consumer Rental, Penske Truck Leasing. "Their service will enhance our customers' overall moving experience."

Be Aware of New Competition

Penske has a new truck rental competitor in the household market.

Enterprise Commercial Trucks, a division of Enterprise Rent-A-Car, recently announced the addition of local household truck rentals at more than 125 of its U.S. locations. Consumers also can rent hand dollies, appliance trucks and moving pads and purchase insurance plans.

Please be aware of Enterprise if it is in your market.

"Enterprise tends to offer extremely low rates and pick-up/delivery service," said Don Mikes, Vice President – Consumer Rental, Penske Truck Leasing. "However, they do not provide many of the services our customers need, including extended hours, emergency road service and one-way truck rentals."



Boost Your Sales with Customized Flyers

Are you looking for promotional materials to increase your sales efforts?

Visit the agent extranet at PenskeRentalAgent.com to download flyer and ad templates that you can easily customize with your contact information.

You can download files for general consumers, military moves and apartment moves, as well as flyers, print ads, Web banner ads and 10-, 30- and 60-second radio ads geared toward college students.

It's quick and easy and a great way to grow your revenue!



Agents Go Above and Beyond

A customer recently hailed Penske agent location Storage One in Wilson, N.C., as “one of the top five businesses” he has ever worked with, thanks to the excellent customer service provided by owner Lee Eatmon and his office manager, Dianne Hunter.

Repeat-customer Robert DePatto had high remarks for Eatmon and Hunter after he rented a truck to move from his temporary home in Wilson to Augustine, Fla.

“Lee and Dianne not only beat the competition according to my needs, but their professionalism and courtesy made me feel at ease with my transaction,” DePatto said. “I’ve always had good experience with



Penske. You treat your customers with dignity and respect. Your equipment is always well-maintained and clean. Please convey my accolades to Lee and Dianne. It’s people like them who are an asset to your corporation and will keep me returning to Penske for my moving needs.”

Lee Eatmon, owner of Storage One (right), and Dianne Hunter, office manager, go above and beyond to make the customer happy.