



Fact Sheet

World Headquarters:

Dollar Thrifty Automotive Group, Inc.
5330 E. 31st St.
P.O. Box 35985
Tulsa, Okla. 74153-0985 USA

Worldwide Reservations:

www.THRIFTY.com

U.S./Canada Toll Reservations:

1-800-THRIFTY (847-4389)

Fleet: In 2010, Dollar Thrifty Automotive Group, Inc. (NYSE: DTG), parent company of the Thrifty and Dollar Rent A Car brands, had an average fleet of 112,614 cars in the U.S. Thrifty Car Rental features a diversified fleet, including Ford, Chrysler, GM, Nissan, Hyundai, Kia and other manufacturers.

Locations: At December 31, 2010, Thrifty's vehicle rental system included 331 rental locations in the U.S. and Canada, consisting of 148 company-owned stores and 183 franchisee locations. Thrifty operates in 76 countries and territories with approximately 1,000 locations around the globe.

Employees: Dollar Thrifty Automotive Group, Inc. has approximately 6,000 employees in North America.

Strategy: Thrifty serves both the airport and local markets through company-owned stores and its franchisees which derive approximately 90% of their combined rental revenues from the airport market and approximately 10% from the local market.

Blue Chip Express Rental Program®: This program offers members the benefits of expedited pickup and return. Members provide Thrifty with a profile that indicates which credit card the customer would like to use, vehicle type and options, insurance coverage and other preferences. Membership in Blue Chip is free and the service is available at most locations in the U.S. and Canada. Members also have the option to sign up for Blue Chip Rewards and earn free days by receiving credits for every rental day.

Franchise Philosophy: Historically, Thrifty employed a franchise strategy to become a major global brand; however, the company in 2002 elected to shift to operating some major U.S. markets – primarily large airport locations – corporately. Nearly all locations outside North America are franchise owned. Each franchised location is required to maintain strict standards in facilities and service. From its corporate headquarters, Thrifty centralizes all travel agent commission payments and operates from its headquarters travel agent and consumer inquiry departments, each with toll free numbers, 1-800-TA-BUCKS and 1-800-334-1705 respectively.

Thrifty guarantees 100% participation in its corporate account program.

Global Positioning Satellite (GPS): Thrifty 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: Thrifty offers the Pass24 prepaid toll product 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. Thrifty first launched the service in Dallas in September 2006.

“Green” vehicles: While Thrifty Car Rental does have a few hybrid vehicles available in its fleet – primarily Toyota Prius and Chrysler “bio-fuel” vehicles – they are in short supply because the retail demand for hybrids is so high among consumers. In spite of availability issues, 75 percent of Thrifty’s total fleet has a miles-per-gallon of 26 mpg or better. As time goes by, Thrifty will likely have more hybrid vehicles in its fleet as supply increases.

Frequency-Based Partners: Alaska Airlines, American Airlines, Continental Airlines, Delta Air Lines, Emirates, Gulf Air, Hawaiian Airlines, Hilton Corporation, Kuwait Airways, Qantas, Southwest Airlines, United Airlines and US Airways.

Thrifty Car Sales: Launched in 1999, Thrifty Car Sales is a nationally-branded used car sales franchise opportunity. Thrifty Car Sales offers dealers an outstanding brand name, as well as access to products and services typically associated only with new car franchises.

Ownership: Thrifty was founded in 1958. In 1987, the company completed an initial public offering of common stock and was acquired two years later, in 1989, along with Dollar Rent A Car, by Chrysler Corporation. In late 1997, Chrysler divested Thrifty and Dollar in an initial public offering as part of the Dollar Thrifty Automotive Group, Inc. (NYSE: DTG). In December 2002, DTG unveiled a new corporate platform; previously functioning as two separate operating companies (Dollar Rent A Car Systems, Inc. and Thrifty, Inc.), DTG now operates as a single company while continuing to support and grow both of its two strong brands independently.

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