



New CheapRentACarNetwork.com Website Lets Independent Rent-A-Car Companies Compete for Consumers' Business

The developers of number-one ranking CheapRentACar.com announce the upcoming launch of their new online nationwide rental car directory, CheapRentACarNetwork.com (<http://www.CheapRentACarNetwork.com>). Anticipating a July 4th launch date, the website exclusively serves independent rent-a-car companies, provides high visibility through top rankings in search engines, offers the lowest rates to consumers, enables consumers to request customized competitive quotes (ccQuotes), and provides several features that will appeal to consumers and rental car companies.

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New CheapRentACarNetwork.com Website Lets Independent Rent-A-Car Companies Compete for Consumers' Business

Carlsbad, CA June 14, 2002 The developers of number-one ranking CheapRentACar.com announce the upcoming launch of their new online rental car directory, CheapRentACarNetwork.com (<http://www.CheapRentACarNetwork.com>). What sets CheapRentACarNetwork.com apart is that it:

- exclusively serves independent rent-a-car companies
- provides high visibility through top rankings in search engines
- offers the lowest rates to consumers

Anticipating a July 4, 2002 launch date, this site will offer consumers the opportunity to select a city or airport in the U.S., view information on listed rent-a-car companies, and request customized quotes from one or several companies.

"We have a family-run and owned independent rent-a-car company and have been in the business for over 25 years. When we launched CheapRentACar.com in 1999, business increased dramatically. In addition, over 80% of the inquiries coming to our website were for rentals all across the country [their dealership is located in Los Angeles, CA]," said Anthony Reiter, director of operations for CheapRentACarNetwork.com. "This made



us realize that there was a real market out there, and that consumers often prefer to do rent-a-car business online. We want the independent rental companies to succeed, which in turn will result in more choices and better rates to consumers.Â

Among the website's features is their unique ccQuotes, or customized competitive quotes, which allows consumers to request quotes from one or several companies with the click of a mouse. Because consumers can specify their particular rental requirements and features, they will have the reassurance that rent-a-car companies are giving them a unique, competitive "out the door" bid customized to their needs, with no added or hidden fees. This feature enables rental companies to compete on a case-by-case basis, and puts consumers in control. CcQuotes does not require that rental companies have access to a computer, thus providing consumers with more companies from which to choose.

Each rental company will have icons identifying the features they offer, such as trucks, cash rentals, under-25 rentals, pick-up and delivery, and more, including a special icon highlighting rentals for under \$18/day. There will also be maps/directions, pricing, contact information, links to company websites, and a customized webpage to provide additional information. CheapRentACarNetwork.com will post special offers provided by rental companies, which can result in savings for the consumer and increased business for the rental company. In addition, there will be a local merchant directory on each city page, listing businesses such as lodging, restaurants, travel, repair, and other rental-related services.

We already rank number one on Yahoo! and Google [for keywords, "cheap rent a car"]. This ensures high visibility for independent rental companies and easy access for consumers, added Reiter. Our goal is to provide excellent service and value for every independent rental car company in the U.S. and their customers at CheapRentACarNetwork.com.Â

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Online Web 2.0 Version

You can read the online version of this press release [here](#).