

## Season Car Hire Announces “Pay as You Drive” Exotic Car Rental

*London based Season Car Hire introduces a revolutionary new way to hire a super car.*

London, United Kingdom ([PRWEB](#)) December 31, 2013 -- Season Car Hire, based in East London, established in 2006 have become one of the premiere super car hire companies. This is why they thought of a new way to revolutionize the industry by offering “Pay as You Go” car rentals. Typically, super car customers rent their vehicles for a specific amount of time and mileage. However, after Season Car Hire began noticing that several of their customers were not using their full mileage allowance, they decided to develop a new service-- “Pay as You Drive”. This new service allows customers to pay smaller initial hire charges, and additionally for the car as it is used. “[Pay as You Drive](#)” works on a simple concept – pay more if you use more.

An executive from Season Car Hire commented, “We noticed that the average customer in London drives less than 25 miles per day. These hirers would often use our services on an average of 10 days per hire, covering approximately 250 miles. Because our service previously allocated 1000 miles per use over the ten day period, our customers, on average, would have an unused amount of 750 miles at the end of their service. This is where “Pay as you drive” works more efficiently. Now, the customer only pays for what they use.”

A break-down of how it works:

Before, under the conventional spot hire basis, renting a Ferrari 458 Spider for a day would typically cost £1200, including 100 miles, with any additional mileage charged at £6 per mile. Now, by using the new “Pay as You Drive” offer, the same car costs £600 a day, inclusive of 25 miles, with additional miles charged at the same £6 per mile. The average mileage of our customers on this type of vehicle is 50 miles per day. This means our customers will now save, on average, £400.

The “Pay as You Drive” offer includes vat and a mileage allowance of 25 miles per day for the following vehicles:

- o Ferrari 458 Spider from £600
- o McLaren MP4 Spider from £600
- o Ferrari 458 Coupe from £540
- o Lamborghini Performante from £468
- o Mercedes SLS 63 AMG from £342

Although Season Car Hire is based in London, “Pay as You Go” is available nationwide. Take advantage by using our team of dedicated transporters deliver anywhere within the mainland of the United Kingdom.

Season Car Hire is registered and regulated by both the British Vehicle Rental and Leasing Association and United Rental Group.

For more information, please contact us at 08442274473 or visit our website at [seasoncars.com](#).

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**Contact Information****Harley Baster**

enquiries@seasoncars.com

<http://www.seasoncars.com>

+44 2085071951

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