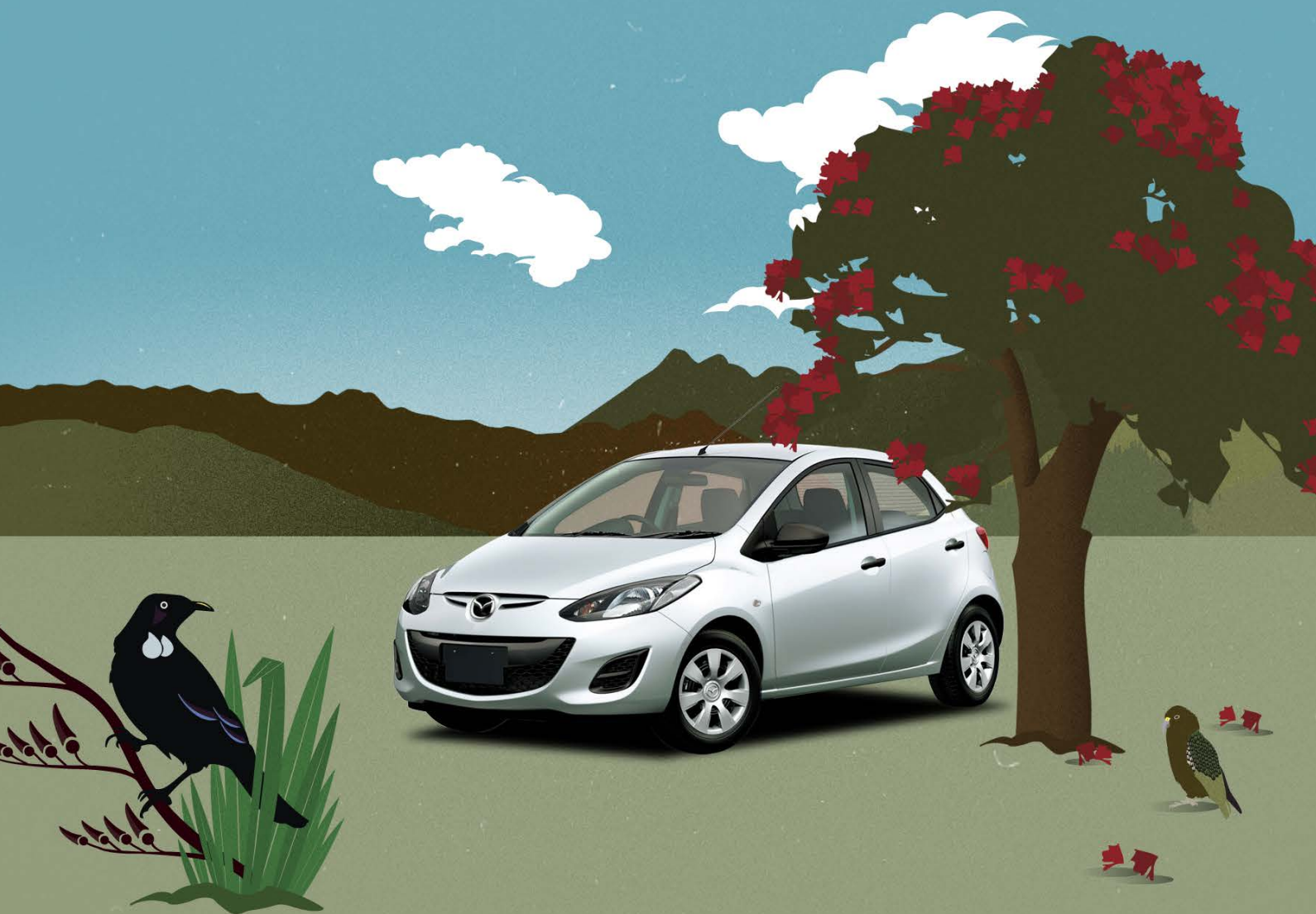




PEGASUS
Rental Cars

A KIWI LEGEND



FRANCHISE INFO PACK



PEGASUS

Rental Cars

PEGASUS RENTAL CARS

Pegasus Rental Cars was set up in 1989 - importing secondhand Japanese cars enabled us to target the incoming budget traveller and backpacker. Franchising allowed continued growth and allowed us to keep up with the ever increasing demand from one of the growth industries in New Zealand - Tourism.

A push into the business market with the Loyal Legends Programme has been successful in creating repeat business Pegasus Rental Cars has a large presence on the internet with comprehensive website and online booking system.

We have now grown to 23 locations and are looking for new franchisees to share in our future growth.





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FRANCHISE COSTS

· INITIAL FRANCHISE FEES

Vary between \$20,000 to \$40,000 depending on the size and scope of the area.

· MONTHLY FRANCHISE FEES

Franchisees pay 6% of turnover, monthly in arrears to the Franchisor.

· ADVERTISING FEES

Franchisees also pay a monthly advertising levy of 4% incl. GST.

· TRAINING FEES

set at \$3000+GST.



SET UP COSTS

· FLEET

Franchisees typically start with a fleet of 10 vehicles (\$60,000), depending on the season, and the expectation is to build this to a minimum of 20 within the first 12 months.

· PREMISES

These are typically leased and comprise multiple locations for storage and grooming, and sales kiosks. Depending on location allow \$25,000 pa.

· BRANDING & SIGNAGE

Allow \$5,000- \$10,000 for signage, usually included in the rent and amortised over the length of it (3-5 years)

· OFFICE FIT OUT

Allow \$5,000 for furniture, computers, software etc.

· INVESTMENT REQUIRED

Franchisees require a minimum of \$29,000 capital. This will allow them to purchase their initial fleet (30% equity, 70% finance), cover their rent for the first 3 months and fit out their premises. Working Capital requirements will depend on their own personal circumstances and vary from franchisee to franchisee.

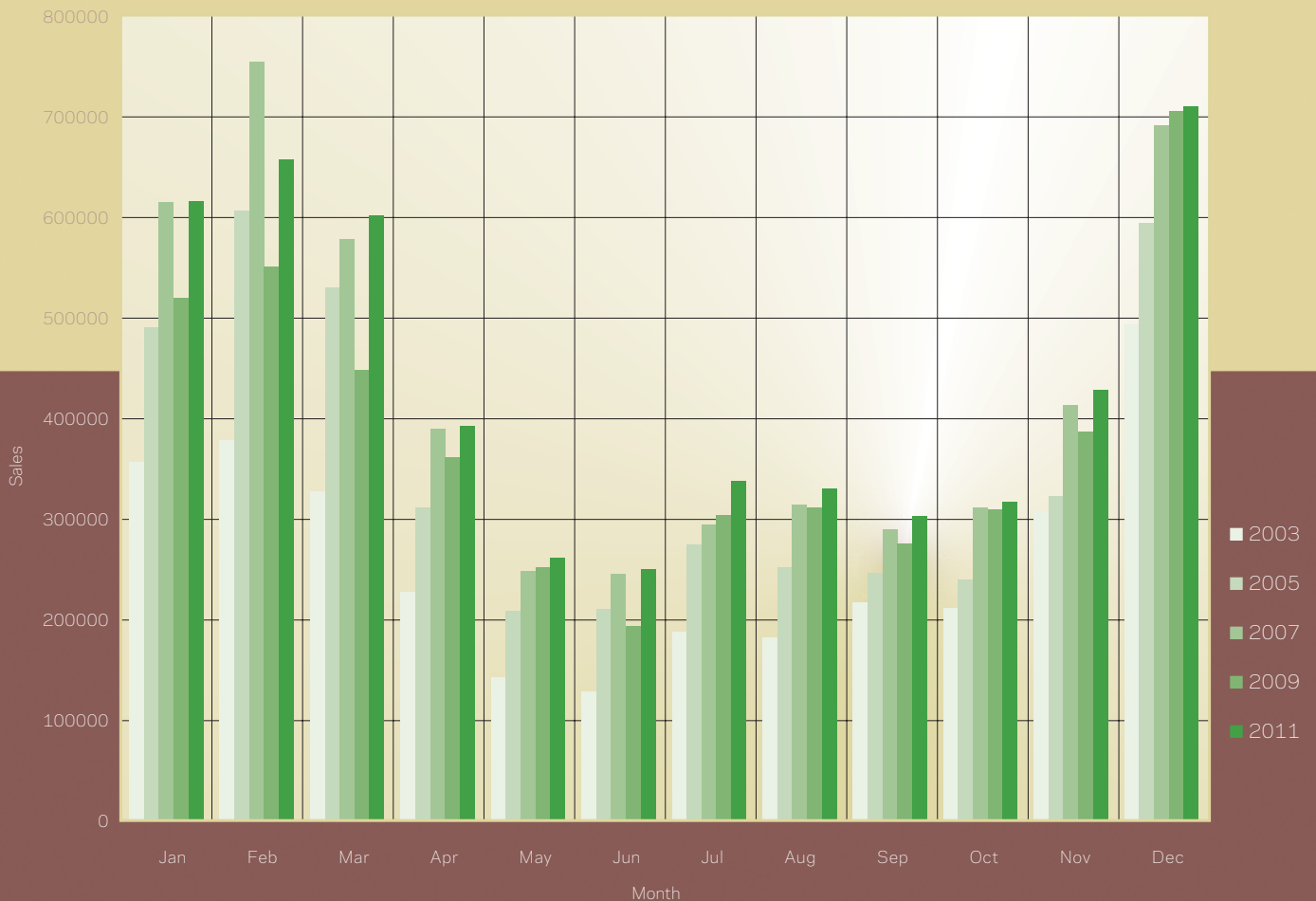


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VISION STATEMENT

PEGASUS RENTAL CARS STRIVES TO BE
THE LEADING USED VEHICLE RENTAL NETWORK IN NEW ZEALAND.

We will create a team of profitable franchises by selecting and training the best possible franchisees, providing quality systems to operate the business and by providing high levels of motivation to franchisees.





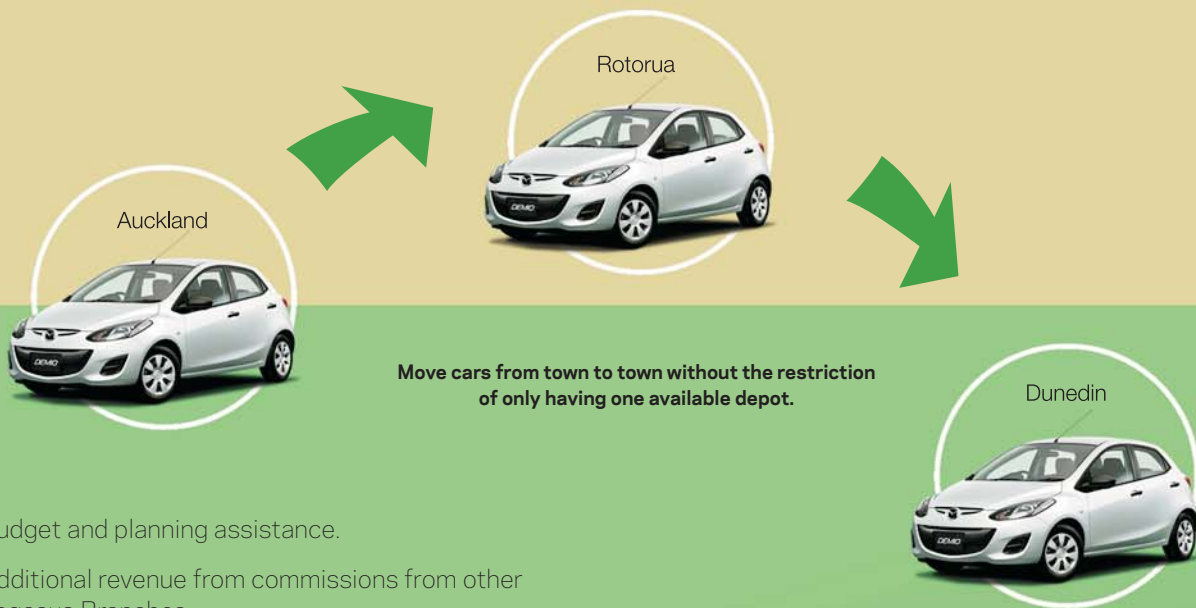
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FRANCHISING

'GOING INTO BUSINESS FOR YOURSELF
- BUT NOT BY YOURSELF'

BENEFITS OF A PEGASUS FRANCHISE

- Ownership of your own business.
- Involvement with a well known brand name.
- Repeat customers in the business client market.
- Pooling of advertising and marketing costs.
- Purchasing price advantages.
- Conferences for the sharing of knowledge and experience.
- Training and support from our National Head Office.
- Access to advice on management and financing of your business.
- The ability to move cars from town to town without the restriction of only having one available depot.
- Assistance in selection and purchase of cars.



- Budget and planning assistance.
- Additional revenue from commissions from other Pegasus Branches.
- Online Booking System and a large presence on the internet with a network of websites.
- Established and proven operating systems and manuals.
- Support and communication from a large network.
- Continued growth of the network locally and internationally.
- Yearly conferences for the sharing of information and networking.
- Referrals from other operators, agents and overseas tourist centres.
- Fully computerised rental car management system and associated reporting, along with accounting systems.

CONFERENCES

Each year there are 3 franchisee conferences - the first in April is a series of Regional Dinners, the 2nd in June covers 2 days, and is organised in a main city each year. The third is an Owners' Day in November.

The purpose of these conferences is to review joint performance, educate and train, and an opportunity to be involved in the future direction of the group.

These events are very motivational and great for team-building.



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Rental Cars

FLEET

1

BUDGET



2

COMPACT



3

INTERMEDIATE



4

FULL SIZE



5

SPECIALITY VEHICLES



6

MINI BUS



LOYAL LEGENDS PROGRAMME



SAVE TIME .. SAVE MONEY ..

KEY WORDS TO PROMOTE LOYAL LEGENDS MEMBERSHIP

LOYAL LEGENDS BACKGROUND

- Loyal Legends was created to make a position for Pegasus in the business traveller market.
- Increase business profitability by hiring more often to clients that we know and can retain.
- Key reasons customers choose Pegasus - value, national chain, amount of locations and flexibility.
- Pegasus is the only rental car company in the 2nd tier offering a full loyalty programme.
- Ongoing building of Loyal Legends database, with current membership 1,500.

LOYAL LEGENDS BENEFITS

- Online Booking.
- Vehicle Rating System.
- Competitive set daily rates.
- One free car upgrade per year.
- Unlimited KMs for hires three days or longer.
- Pickup/dropoff to the airport or hotel.
- One way hires between depots with a minimum of five days.

\$45 p/day



\$75 p/day



\$55 p/day



\$75 p/day



\$60 p/day



\$75 p/day





PEGASUS

Rental Cars

RENTAL CAR MANAGEMENT SYSTEM

THE RENTAL CAR MANAGEMENT SYSTEM (RCM) OPERATES ON A WEB BASED SYSTEM.
ALL YOU NEED IS AN INTERNET CONNECTION AND A WEB BROWSER.

HIRE MANAGEMENT

- From quotes to bookings to hires to after sales analysis
- Visual reservation sheet
- Due in due out reports
- Available cars reports
- Tracking of cars

CLIENT MANAGEMENT

- Birthday card and direct mail lists
- Customer maintenance
- Activity history
- After sales Welcome Home survey

Select		From	To	By	View								
NELSON		13	06	24	06	All Categories							
		Fri 13	Sat 14	Sun 15	Mon 16	Tue 17	Wed 18	Thu 19	Fri 20	Sat 21	Sun 22	Mon 23	Tue 24
Budget													
Corolla	W33647	P6-A	12865* NN-NN									9855 FERRIS NN-NN	
Corolla	Y03107	P32-A											
Corolla	YB1702	P27-A											10292 THORSTEINS NN-NN
Corolla	YB1703	P35-M											12943 SMALL NN-NN
Corolla	ZP7388	P3-M	12126 BUCKLEY CA-GH										12827 ESSELMONT GH-GH
Corolla	AV1845	P14-A	12769 JURISICH NN-NN	11677 MILLER NN-NN									9895 MURPHY NN-NN
Corolla	YU2786	P31-A	12220 WIGGINS NN-NN										11504 DANIELS NN-NN
Corolla	4H8255	P38-A	11484 Budget Nelson (TALLENTINE) NN-NN										
Corolla	4H8255	P6-A	12025 RAWLINGS NN-NN										
Sprinter	YH5095	P18-M											
Sprinter	YH5594	P29-M	12429 SMITH NN-NN										12234 HAWIRA NN-NN
Corolla	ZL7288	PN A	12785 MITCHELL PN-PN	13024 WHIMPEY PN-PN									10113 WEST PN-NN
Budget Large													
Bluebird	YU4346	P25-A	12562 DUNCAN NN-NN										12849 FOOTE NN-NN
Bluebird	YU3807	P26-A	11137 GUNNING NN-NN										
Bluebird	YB1703	P34-A											12772 TOWNSHEND NN-NN
Bluebird	810034	P97-A											12856 CRURTS NN-NN
Economy													
Amov	AM6651	P15-M	12861* NN-NN	12963* NN-NN									11586 BRADSHAW NN-NN
Amov	AM1024	P16-M											
Amov	RE2230	P40-A											12937 HISCOKE NN-NN
Amov	AEV210	P4-A											10594 NICHOL NN-NN
Amov	AEV209	P9-A	12735* NN-NN										12841 DDN NN-NN
Amov	AEV209	P9-A											13005 CROOKS NN-NN
Compact													
Samilla	BRW428	P42M	12743 HENZ IL-CC										
Samilla	BS0427	P38-A	12544 ALLISON NN-NN										
Samilla	BS0426	P39-A	9945* NN-NN										10683 FURBISH NN-NN
Ampraca	BPW497	P17M	12072* NN-NN										
Ampraca	AL3356	P18M	12341* 12445* 12893* NN-NN										12997* NN-NN
Ampraca	BPW498	P20M	12771 ROTSCHEER NN-NN	10513 Brett Jones & Associates Ltd (JONES) NN-PN									
Ampraca	ALM492	P7A	9921 BURGESS NN-NN										
Ampraca	BPW499	P8A	12560*										12890* CA-NN
Ampraca	BFJ361	PN A-BW	12724 LOOTS PN-PN	12907 Ezy Info directry (SAYED) NN-NN									12786 TRIGG PN-NN

RENTAL AGREEMENT MANAGEMENT

- System generated Rental Agreements
- Rental Car Management System

FLEET MANAGEMENT

- Vehicle maintenance, costs & reports
- Service Reports
- COF & Registration Reports
- Infringement processing
- Vehicle management
- Track vehicle info for insurance, purchase, finance & disposal

BUSINESS MANAGEMENT

- Daily, weekly, monthly business reporting
- Vehicle activity reports
- Utilisation reports
- Debtor & cash monitoring
- Operating control reports
- Hireage reports
- Rental sales reports
- Agency & referral commission reports
- Financial reports
- Performance reports
- Marketing reports & statistics
- New bookings & future rentals reports



PEGASUS
Rental Cars

ONLINE BOOKING SYSTEM

ONLINE BOOKING (OB) INTEGRATES WITH THE RCM
PROVIDING INTERNET CLIENTS WITH CONFIRMABLE BOOKINGS.

OB has been designed with flexible rule based logic allowing nearly any scenario to be accepted or declined.

- Web locations & vehicle categories.
- Flexible website integration.
- Web assigned discount rates.
- Allows free sale or limited availability of certain classes.
- Automatically quotes for one way fees & after hours pickup.
- Handles insurance, km charges & booking of extras.
- Adjusts prices for holiday periods, length of hire discounts, etc.
- Allows input of seasons and rates.
- Web log reports.
- Allows turning quotes into bookings.



INDEXGROUP
FRANCHISING

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