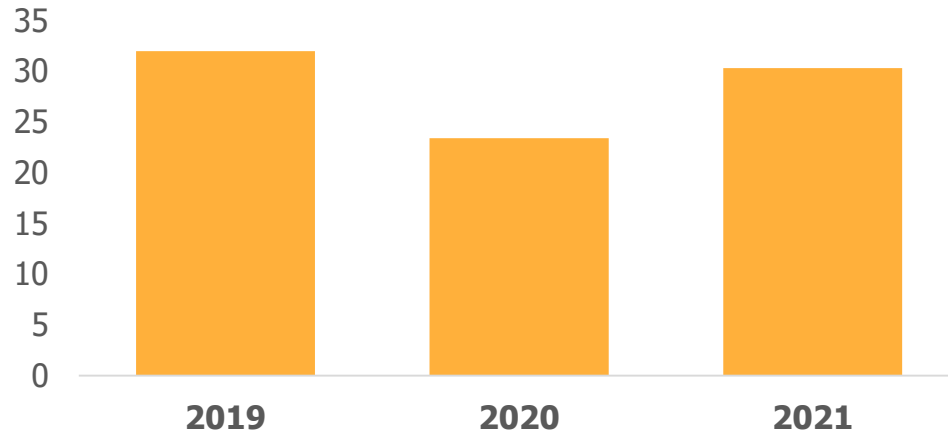


US: Boom in Car Rental Market post Covid Vaccination

US Car Rental Market Size basis Revenue (\$bn, 2019-21)



- The sudden surge in post-vaccination travel is colliding with a relative shortage of rental cars in US. About 43.6 million Americans hit the roads ahead of the Fourth of July travel frenzy, according to the American Automobile Association.



- Desperate to survive pandemic lockdowns that halted global travel last year, many rental companies sold off their fleets for cash. Now, as newly vaccinated Americans are ready to travel again, car rental services have been hard-pressed to rebuild their fleets, resulting in car rental prices increasing drastically across several US states.

Key Findings



Car Supply Shortage

Supply-chain woes driven partly by a microchip shortage have sent new car prices soaring, and car-rental companies are facing difficulty in procurement



New Investments

VW is planning to take control of Europcar Mobility (EUCAR.PA) for €2.9 billion, including debt. It plans to turn it into a tech-enabled provider of "mobility services"



Major Demand Regions

Rental cars are selling for very high rates, in markets such as Charlotte, North Carolina, Charleston, South Carolina, and Montana's Glacier Park National Airport etc.

US Car Rental Market basis Revenue per unit, per month (\$, 2019-21)

