

CAR RENTAL

Marketing Toolkit



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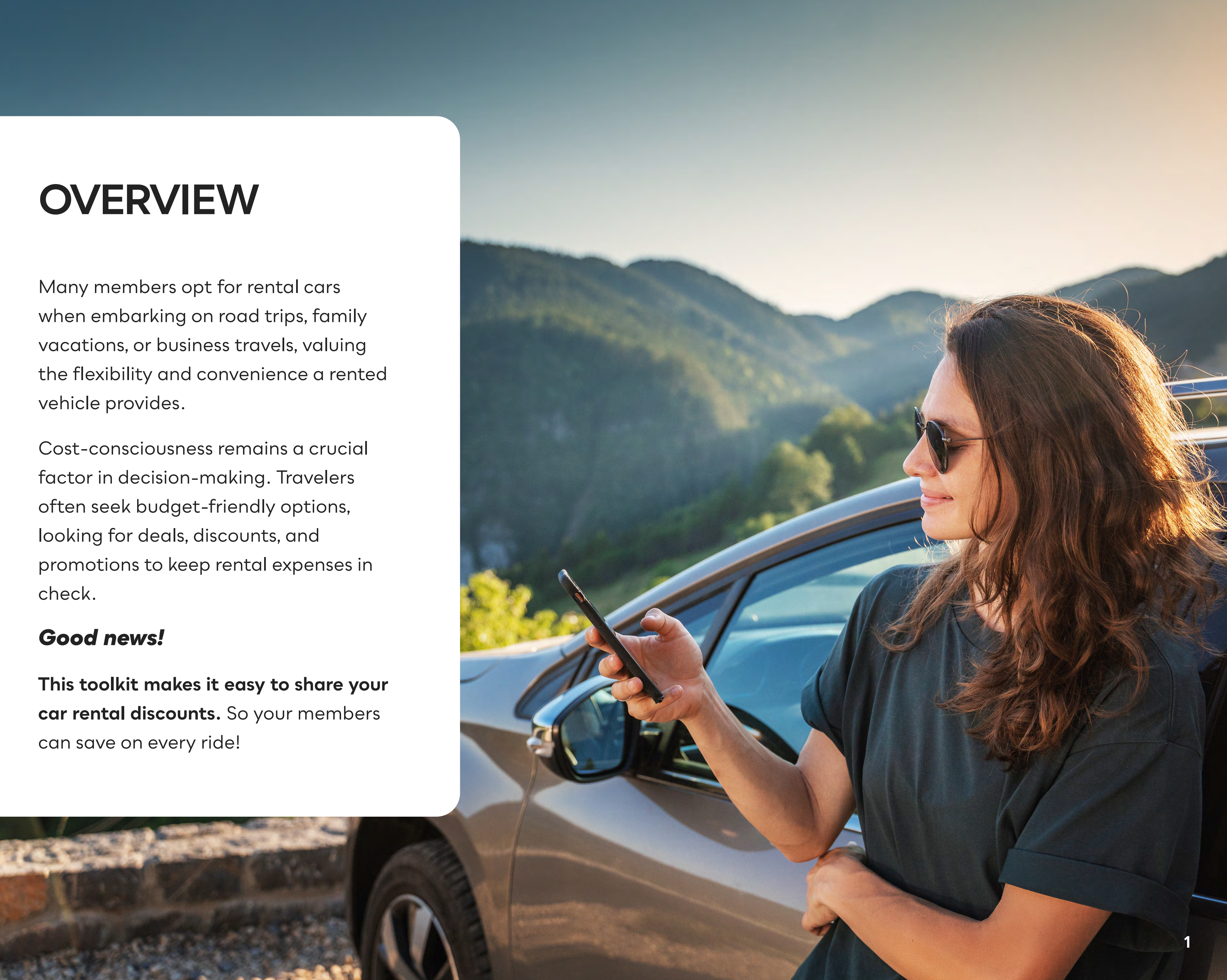
OVERVIEW

Many members opt for rental cars when embarking on road trips, family vacations, or business travels, valuing the flexibility and convenience a rented vehicle provides.

Cost-consciousness remains a crucial factor in decision-making. Travelers often seek budget-friendly options, looking for deals, discounts, and promotions to keep rental expenses in check.

Good news!

This toolkit makes it easy to share your car rental discounts. So your members can save on every ride!



MARKETING COPY

Any marketing copy in this document and in the attached assets can be utilized for multiple types of promotional content including emails, ads, videos, blurbs, blog articles, advertorials, social media posts, etc.



Short

Unlock up to 25% off your next car rental! Exclusive discounts available at 30,000+ locations worldwide from trusted brands like Enterprise, Budget, Avis, Alamo, National, and more. Visit [add your discount program travel homepage URL here] to get started.

Medium

Great news! Your members-only car rental discounts are ready for you. Whether planning a weekend getaway or business trip, we’ve got you covered with a vast network of over 30,000 locations worldwide. Enjoy deals from popular brands like Enterprise, Budget, Avis, Alamo, National, and more. Your savings adventure begins here – secure your discounted car rental today! Visit [add your discount program travel homepage URL here] to search, book and save.

Long

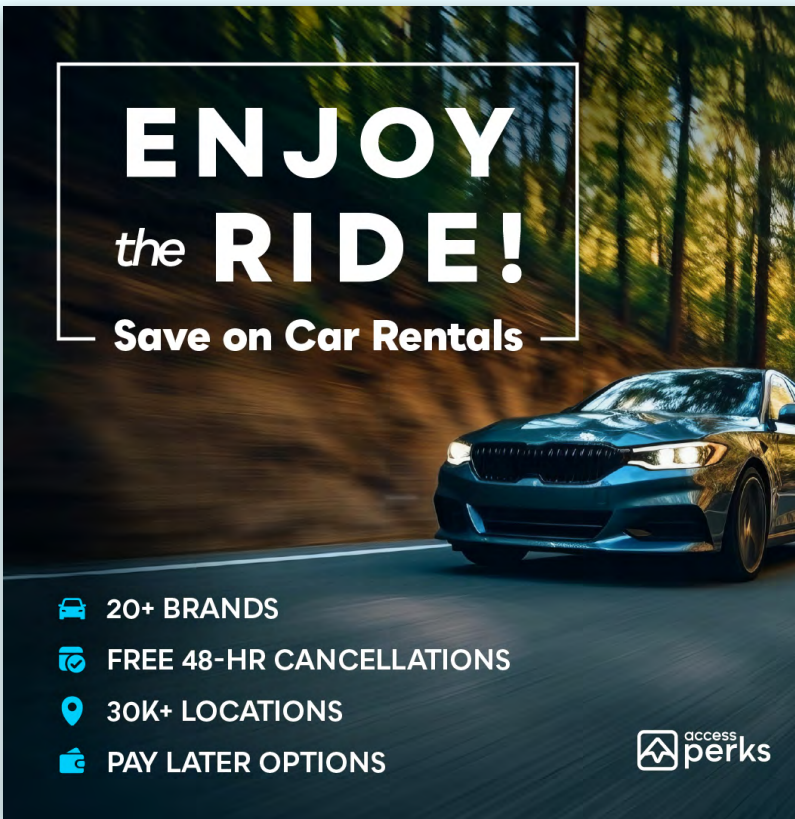
As a valued member, we’re thrilled to remind you of the incredible car rental discounts awaiting your next adventure. Enjoy savings at over 30,000 locations worldwide, ensuring that wherever your journey takes you, affordability is right by your side. In addition to a wide range of options from compact to luxury, you can book stress-free with cancellations on most rentals up to 48 hours before pick-up and pay later options. Visit [add your discount program travel homepage URL here], click the “Cars” tab, type in your pick-up destination, and search deals. Your journey, your way, with savings up to 25% – because every adventure should begin with a great deal.

SOCIAL MEDIA IMAGES

Images can be used on Facebook, Instagram, and other social channels. Two image sets have been provided. One that includes the Access Perks logo and one that is ready to use as is or add your logo.

1080x1920 | 1080x1080 | 1200x630

Download Images

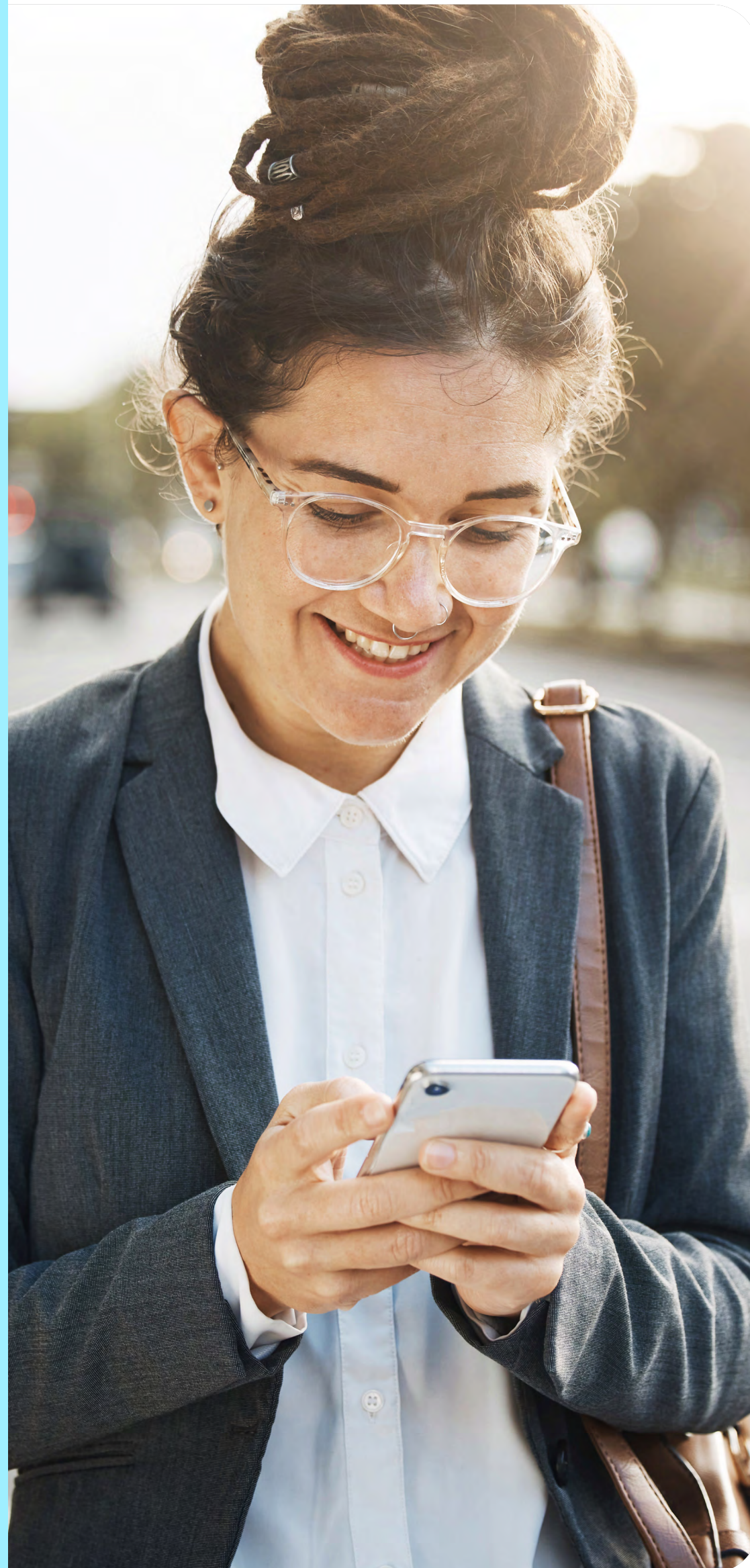


Note: The raw, unedited, text-free images used in this toolkit have been provided for you to use at your discretion when creating your own car rental promotions.

Download Raw Images



Want more content like this? [Visit your CMP](#)



SOCIAL MEDIA COPY

Social media is a great way to communicate special offers with your audience. This messaging can be copied and pasted into your social platforms to promote your car rental discounts.

Option 1

Adventure Awaits!
Snag low car rental rates on everything from compact to luxury vehicles. Visit [add your discount program travel homepage URL here] to reserve today.

Option 2

Enjoy the drive with special member rates on car rentals worldwide. From cityscapes to scenic routes, choose your path with trusted brands. Visit [add your discount program travel homepage URL here] to search, book, and save.

Option 3

Your journey, your savings – up to 25% off at 30,000+ locations globally. Drive into the unknown or cruise familiar roads with popular brands like Enterprise, Budget, Avis, and more. Book now, pay later, and cancel stress-free up to 48 hrs before pick-up. Visit [add your discount program travel homepage URL here] to get started.



WEB & EMAIL BANNERS

The banners we've created can be used in your emails, bulletins, newsletters, and other communications. Make sure to place the banner as close to the top of your emails as possible. This will ensure your audience sees it as soon as they open the email. Two banner sets have been provided. One that includes the Access Perks logo and one that is ready to use as is or add your logo.

Web Banner Sizes

160x600	369x369	700x400	1208x744
192x175	420x250	716x130	1272x792
200x167	458x720	728x90	1500x500
242x463	468x60	770x1260	1500x1000
300x175	560x302	1140x250	1600x800
300x250	600x400	1140x400	1880x360
300x600	650x300	1170x500	2400x1350

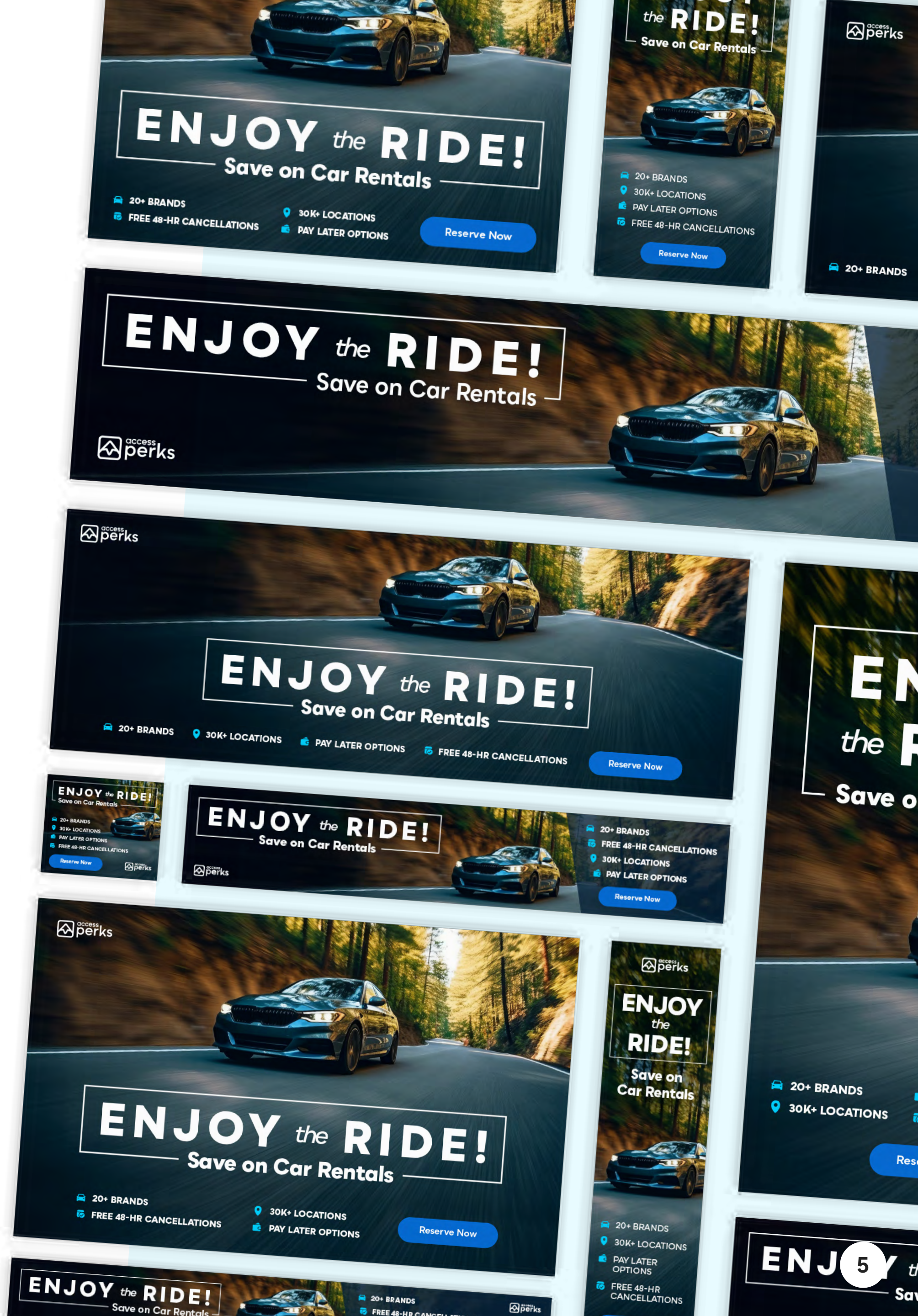
Email Banner Sizes

300x288 600x288

[Download Banners](#)



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DIGITAL/PRINT FLIER

This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Two versions of the flier are included in this toolkit. One that has room to add your logo and one that includes the Access Perks logo. Before using the asset, don't forget to customize it with your program information, so your audience knows where to go to get their savings.

Download Flier

Add your program URL

Add your phone number

CAR RENTAL DEALS

at Your Fingertips



**SAVE UP TO 25%
ON EVERY RIDE!**

BUCKLE UP!

Reserve your next car with us and enjoy:

- Over 30,000 Locations Worldwide
- 20+ Rental Agencies
- Book Now, Pay Later Options
- Free Cancellation Up to 48 Hours Before Pick-Up
- Compact to Luxury Cars & Everything In Between

BOOK YOUR CAR RENTAL IN 3 EASY STEPS

1

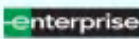
Visit [add your discount program URL here]

2

Click the "Cars" tab, type in your pick-up destination and dates.

3

Search, book and save!

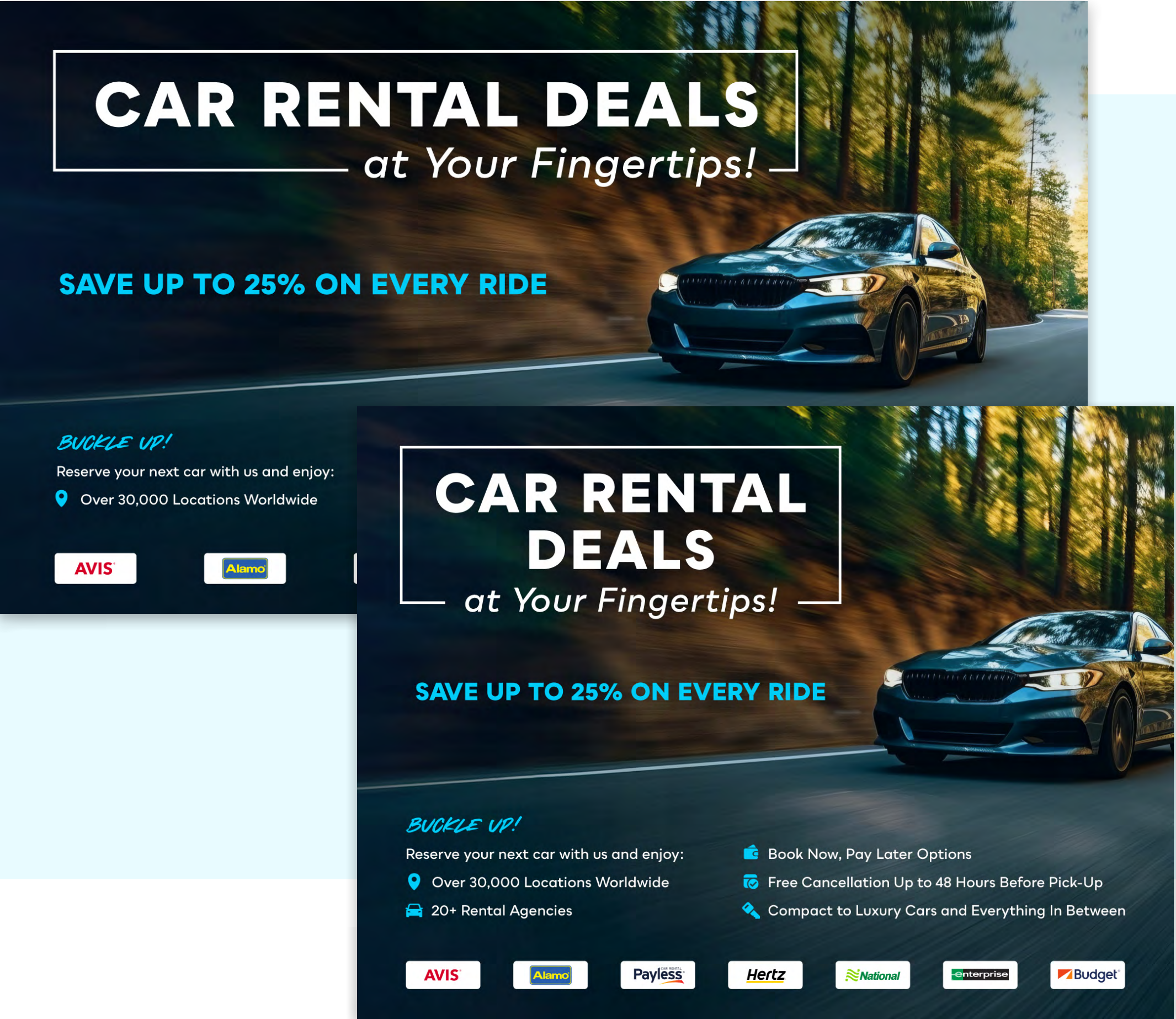


Need Help Booking? Call Us:
[Add Your Customer Service Phone Number Here]



Want more content like this? [Visit your CMP](#)

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POWERPOINT SLIDE

You can utilize these slides to promote the program at company town halls, during open enrollment, customer sales demonstrations, and new employee orientations.

WIDESCREEN (9:16) | STANDARD (3:4)

Download Slides





EMAIL HTML

Grab this HTML to email your audience through your own email platform. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.

[Download HTML](#)



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AVIS[®]



Payless[®] CAR RENTAL

Hertz

 **National**

 **enterprise**

 **Budget**[®]

CAR RENTAL LOGOS

You'll find an assortment of logos for popular car rental brands that offer savings on our travel platform. Feel free to use these as you see fit in your own travel promotions. Any assets provided in this toolkit that already feature logos have been pre-approved and are ready for immediate use.

[Download Logos](#)



When using these logos in your own marketing, please send the final asset to your CMS for approval. Logo approvals generally take up to 10 business days.



Want more content like this? [Visit your CMP](#)

TESTIMONIALS

Below you'll find testimonials we've collected from members through surveys with their permission. You can use them for marketing purposes related to your discount program.

"Saved \$200 on car rentals using the member discount."
— Anna T.

"I saved on my rental car. The process was very easy and everything else followed smoothly."
— Tyriel R.

"I have used the rental car discounts on two trips this year! It has been extremely helpful and allowed me to do other fun activities while on vacation!"
— Danielle I.

"This is always my go-to for car rentals on vacation! We save so much and are able to do more. It made our holiday travel this year so much easier!"
— Kathi M.

"I have used the car rental discount many times and find that it truly is a great discount compared to other sites."
— Barabara D.

"I used my member discounts to rent a car on my trip to Hawaii. It was unbelievably cheap!"
— Sandra M.



Don't hesitate to reach out to your CMS (Client Marketing Specialist) if you have any questions.

If you don't know who your CMS is, call our customer service number and they can find out for you at **1-800-331-8867**.

