

Ground Transportation Reported Revenues

December 2022



Brand	2022 Monthly	2021 Monthly	Change	YOY %Change	2022 YTD	2021 YTD	Change	YOY YTD %Change	2022 Market Share	12-Month Mkt Share
Alamo	\$3,737,853.37	\$3,914,519.70	(\$176,666.33)	-4.51%	\$53,247,704.54	\$50,567,603.61	\$2,680,100.93	5.30%	7.44%	6.93%
Avail	\$24,513.95	\$116,611.70	(\$92,097.75)	-78.98%	\$664,851.33	\$1,171,433.41	(\$506,582.08)	-43.24%	0.05%	0.09%
Avis	\$7,338,682.94	\$7,245,141.48	\$93,541.46	1.29%	\$119,813,752.12	\$95,186,724.14	\$24,627,027.98	25.87%	14.61%	15.58%
Budget	\$5,181,769.69	\$5,999,863.14	(\$818,093.45)	-13.64%	\$115,783,211.66	\$115,920,306.90	(\$137,095.24)	-0.12%	10.31%	15.06%
Dollar	\$1,248,144.21	\$1,561,543.02	(\$313,398.81)	-20.07%	\$17,671,042.04	\$18,568,993.54	(\$897,951.50)	-4.84%	2.48%	2.30%
Enterprise	\$7,130,504.72	\$7,093,241.06	\$97,263.66	1.38%	\$86,659,882.27	\$78,960,685.88	\$7,699,196.39	9.75%	14.19%	11.27%
Fox	\$1,881,855.02	\$2,169,316.40	(\$287,461.38)	-13.25%	\$28,301,403.66	\$29,724,545.38	(\$1,423,141.72)	-4.79%	3.75%	3.68%
Hertz	\$6,934,267.28	\$7,855,482.65	(\$921,215.37)	-11.73%	\$123,207,991.49	\$88,452,197.19	\$34,755,794.30	39.29%	13.80%	16.02%
National	\$5,282,977.26	\$5,864,655.59	(\$581,678.33)	-9.92%	\$75,070,282.24	\$59,813,511.58	\$15,256,770.66	25.51%	10.51%	9.76%
Payless	\$446,920.37	\$1,190,994.72	(\$744,074.35)	-62.48%	\$14,675,301.74	\$15,137,736.97	(\$462,435.23)	-3.05%	0.89%	1.91%
SIXT	\$2,617,826.77	\$2,483,176.85	\$134,649.92	5.42%	\$33,593,834.09	\$31,796,515.61	\$1,797,318.48	5.65%	5.21%	4.37%
Thrifty	\$2,380,377.33	\$1,316,049.88	\$1,064,327.45	80.87%	\$28,189,565.11	\$27,295,113.45	\$894,451.66	3.28%	4.74%	3.67%
Turo	\$3,077,983.10	\$2,761,730.00	\$316,253.10	11.45%	\$32,436,784.54	\$22,784,390.59	\$9,652,393.95	42.36%	6.13%	4.22%
Zipcar	\$3,564.61	\$2,553.24	\$1,011.37	39.61%	\$28,129.39	\$55,520.76	(\$27,391.37)	-49.34%	0.01%	0.00%
On-Site Sub-Total	\$47,287,240.62	\$49,514,879.43	(\$2,227,638.81)	-4.50%	\$729,343,736.22	\$635,435,279.01	\$93,908,457.21	14.78%	94.11%	94.86%


Brand	2022 Monthly	2021 Monthly	Change	YOY %Change	2022 YTD	2021 YTD	Change	YOY YTD %Change	2022 Market Share	12-Month Mkt Share
Airport Van Rental	\$37,465.70	\$64,851.74	(\$27,386.04)	-42.23%	\$586,867.97	\$461,866.58	\$125,001.39	27.06%	0.07%	0.08%
Economy	\$1,011,342.48	\$1,162,637.26	(\$151,294.78)	-13.01%	\$14,282,584.21	\$13,827,766.00	\$454,818.21	3.29%	2.01%	1.86%
Go Rentals	\$26,187.59	\$19,776.90	\$6,410.69	32.42%	\$221,338.31	\$187,479.57	\$33,858.74	18.06%	0.05%	0.03%
NuCar	\$1,788,732.24	\$1,299,956.40	\$488,775.84	37.60%	\$23,007,278.91	\$7,470,743.23	\$15,536,535.68	207.97%	3.56%	2.99%
Routes	\$96,465.19	\$89,957.21	\$6,507.98	7.23%	\$1,446,076.10	\$1,539,290.21	(\$93,214.11)	-6.06%	0.19%	0.19%
Off-Site Sub-Total	\$2,960,193.20	\$2,637,179.51	\$323,013.69	12.25%	\$39,544,145.50	\$23,487,145.59	\$16,056,999.91	68.37%	5.89%	5.14%
Total	\$50,247,433.82	\$52,152,058.94	(\$1,904,625.12)	-3.65%	\$768,887,881.72	\$658,922,424.60	\$109,965,457.12	16.69%	100.00%	100.00%


Vehicle Type: All | Location: Airport Way, Denver, ... | Pick Up: 12/16/22 - 10:00 AM PST | D | 1

Filter

Displaying 64 Result


Reservation Summary X

 2022 Chevrolet Silverado Hd 2500 Work Truck #CS1088
4.72 mi. **Instant Book** **Reserve**
Estimated Total **\$213.00**

 2022 Chevrolet Silverado Hd 2500 Work Truck #CS1086
4.72 mi. **Instant Book** **Reserve**
Estimated Total **\$213.00**

 2022 Ram Pickup 2500 #DN329
7.25 mi. **Instant Book** **Reserve**
Estimated Total **\$190.00**

 2019 Ram Pickup 2500 #DN308
7.25 mi. **Instant Book** **Reserve**
Estimated Total **\$187.00**

 2022 Ram Pickup 2500 #DN337
Instant Book

- Reservation**
100 miles per day included (\$0.39 per mile after) **\$213.00**
- Service Fee** **\$21.30**
- Refundable Deposit** **\$150.00**
- Fluid Protection Plans** **\$31.95**

- Fluid Protect Premium**
\$1,000,000 Liability Coverage
\$500 Damage Deductible

- Fluid Protect**
\$1,000,000 Liability Coverage
\$3,000 Damage Deductible

Decline
I choose to use my own coverage through my provider. I knowingly decline all liability coverage and physical damage protection offered by Fluid Truck.

APPLY

Total \$416.25

Accelerate your entrepreneurship

Start building a small car sharing business with Turo

INSURANCE PROVIDER **TRAVELERS** 

Take control of your financial future while cultivating your entrepreneurial fire with Turo, the world's largest car sharing marketplace.

Turo gives budding entrepreneurs the tools and resources they need to build a small, successful portfolio of cars to share on the marketplace, and the opportunity to add thousands to their annual income.



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List your first car now to get started, then build your business plan and scale how you want!

[Get started](#)

Scalable

You choose how many cars to share, scaling your business up or down however you want, and whether to reinvest your earnings or cash out.

Accessible

Start with a car you already own or buy one to share — any car owner can start exercising their entrepreneurial muscles.

Flexible

Whether you want to commit a lot of time or a little, you can earn at home or on the go, on your schedule, and divest any time.

Entrepreneurs of all experience levels welcome

Whether you want to host a few cars to earn extra income to pay for life's expenses, or build a small shop with a portfolio of cars, start with one car and scale how you want.



[Get started](#)

\$10,516

Average annual income of 1 car*

\$31,547

Average annual income of 3 cars*

\$52,579

Average annual income of 5 cars*

\$73,611

Average annual income of 7 cars*

\$94,642

Average annual income of 9 cars*

Built-in infrastructure to get you up & running

Turo provides the tools to help hosts thrive



Insurance included

Rest easy knowing you're covered with \$750,000 in liability insurance from Travelers, plus you choose from an array of protection plans that include varying levels of reimbursement for physical damage. Learn more about vehicle protection.



Get started

Get access to 24/7 customer support, roadside assistance for your guests, an experienced trust and safety team to support you through thick and thin, and one-on-one business coaching to share market intelligence and help you build a savvy business.



Demand generation

Get instant access to a prescreened customer base of over 14 million worldwide, plus marketing and advertising support for your cars, funded by Turo, the world's leading car sharing marketplace.



An easy-to-use app

Manage your business and your bookings seamlessly on the go — accept trips, tweak your pricing, message your guests, and more, all from your phone.



[Get started](#)

“We didn’t want it to be too time intensive because we both have full time jobs, and also, we want it to be a good return on our investment... The profits are great for us — we can pay off a Jeep a year!”

A powerhouse power couple

Sharing a portfolio of Jeeps in Denver

Meet Justin and Meagan, a powerhouse hosting couple out of Denver, CO. The team started sharing Meagan’s Jeep to try Turo on for size as a novel investment opportunity, and scaled their Jeep-sharing business up to six cars to help build their savings and diversify their investment portfolio as they maintain their full time jobs.

[Read their story](#)

Hear more host success stories

[<](#) [>](#)



How a former auto consultant earned over \$50,000 on Turo

[Get started](#)

Start building your business plan

List your first car to get started today and build your plan to take control of your financial future tomorrow.

Please note: Aspiring entrepreneurs in California, Oregon, and Washington should be aware of existing peer-to-peer car sharing legislation that limits the amount of income hosts are supposed to earn from car sharing in certain scenarios. To learn more about this legislation so you can decide whether it's right for you, review this article.

* Figures represent the average Turo earnings among all US-based hosts with two or more active vehicles, with at least seven trip days per month, with a vehicle value between \$25,000 and \$34,999, from January 2018 to March 2020. Earnings have not been reduced to reflect costs such as vehicle maintenance, cleaning, insurance, and deductibles.

** Liability insurance is provided under a policy issued to Turo by Travelers Excess and Surplus Lines Company. Terms, conditions, and exclusions apply. The policy does not provide coverage for damage to a host's vehicle. For questions or information about the third party liability insurance that is included in protection plans, consumers in Maryland and the licensed states listed here may contact Turo Insurance Agency at (415) 508-0283 / claims@turo.agency. For questions about how damage to a host's vehicle is handled, visit <https://support.turo.com>. Liability coverage is \$750,000 for all host protection plans, except in some states and at some airports that require additional coverage. Hosts who provide their own commercial rental insurance do not receive Turo coverage for their vehicles or their customers. All hosts outside of the USA, UK, and Alberta, British Columbia, Nova Scotia, Ontario, and Quebec in Canada must have commercial rental insurance for their customers.

*** Turo is not an insurance company, and contractual reimbursement for physical damage to your vehicle is not insurance. Turo will reimburse hosts for eligible physical damage costs in excess of the deductible, subject to terms and exclusions, for the lesser of the cost of repair up to the actual cash value of the vehicle or \$200,000. All listings with total market value of \$125,000 or more must provide proof of an active manufacturer-installed tracker. Details here. When a trip is booked in the state of Washington, physical damage to the host's vehicle is covered by insurance purchased by Turo, but Turo's insurance does not change the contractual responsibilities of hosts or guests with respect to physical damage to a host's vehicle. Hosts who provide their own commercial rental insurance do not receive a protection package, nor do their guests.



Get started