

VroomVroomVroom
We *compare* car hire

V2B travel
technology

Let us **drive** your
car rental technology

From the CEO

On behalf of the Southern Hemisphere's largest car rental OTA I would like to thank you for your interest in becoming a VroomVroomVroom technology partner.

We have a full suite of car rental technology solutions for businesses that we like to call our V2B offering. These include White Label Page Templates and Search Widgets, API, SDK for Mobile Apps, a Tech-Only option for those who want to control the UX together with exclusive price offers designed for Closed User Groups.

At Vroom, we pride ourselves on our strong customer focus, relentless innovation and speed of execution.

After 16 years of operation in the Australian travel industry and well over 2 million rentals globally, our booking technology, knowledge, experience and local insights are second to none.

As a fast-paced technology company, we know we're only as great as our last performance and this inspires us to continue to grow and innovate for a sustainable future.

We provide B2B car hire solutions for Major Travel Sites, Airlines, Airports and other partners. I'm confident we will deliver an amazing experience for your customers and strong results for your business.



Mike Boyd - Managing Director and Group CEO

About VroomVroomVroom and V2B

VroomVroomVroom is a technology and marketing company specialising in car hire comparison and travel content.

Founded in Brisbane in 2001, Vroom is the Southern Hemisphere's largest car hire comparison site and booking engine. Our HQ is in Brisbane, Australia with regional operations in Hong Kong, the UK, USA, and the Philippines. Today, we're a growing team of 60+ travel industry specialists.

Vroom maintains its premier status through specialist travel content and partnerships with the world's leading car hire companies. Our technology puts travellers in cars in every destination our partners operate.

Our custom interface seamlessly integrates our car hire process with your existing website, enabling your customers to compare and request car hire as part of their travel experience.

We think locally, act globally and move incredibly quickly.

Our Car Hire Partners

Vroom partners with the largest domestic and international car hire companies to provide rental options at your customer's destination.

Vroom has long-standing relationships with all Tier 1 suppliers. As discussed, we can tailor our booking engine to display two of your preferred suppliers.

Partners are located at all major outbound destinations, including all domestic and major international airports.

We are the market leader in the Southern Hemisphere and book cars for customers globally.

The logo for Advantage, featuring a stylized 'A' icon and the word 'ADVANTAGE' in a sans-serif font.The logo for Alamo, with the word 'Alamo' in a bold, yellow, sans-serif font inside a blue rounded rectangle with a yellow border.The logo for Avis, with the word 'AVIS' in a bold, red, sans-serif font.The logo for Budget, featuring a stylized orange and red 'B' icon followed by the word 'Budget' in a sans-serif font.The logo for Dollar, with the word 'dollar.' in a red, lowercase, sans-serif font.The logo for Enterprise, with the word 'enterprise' in a white, lowercase, sans-serif font on a black background, with a green horizontal bar above and below.The logo for Europcar, with the word 'Europcar' in a green, italicized, sans-serif font, and the tagline 'moving your way' in a smaller, lowercase, sans-serif font below it.The logo for Ez, with the letters 'Ez' in a green, stylized, italicized font.The logo for Fox Rent a Car, with the word 'FOX' in a bold, yellow, sans-serif font inside a black rounded rectangle with a yellow border, and 'RENT A CAR' in a smaller, yellow, sans-serif font below it.The logo for Hertz, with the word 'Hertz' in a bold, yellow, sans-serif font on a black background.The logo for National, with a stylized green and white wave icon followed by the word 'National.' in a green, sans-serif font.The logo for Redspot, with the word 'Redspot.' in a bold, black, sans-serif font on a white background.The logo for Thrifty, with the word 'Thrifty' in a blue, italicized, sans-serif font.

Our Product Suite



White Label Pages: We can build you a bespoke car rental landing page either in your full branding to match the rest of your site or co-branded with Vroom.



Search Widgets: We can provide you search widgets to insert on relevant content pages on your site, post purchase on a booking confirmation page or add to a follow-up EDM.



Direct API: Off car rental as an add-on in the booking path and watch your conversion soar with our slick API that displays live inventory directly from suppliers.



SDK for Apps: Add a new dimension to your app (and a new revenue stream) by using our SDK to offer car rental search in your App.



Tech-only Solutions: Have your own agreement with car rental suppliers? Have your own call centre? Not a problem you can use our tech-only offering where we take a small clip per transaction.



CUG Offers: Due to our size we are able to secure exclusive rates for closed user groups. If you have a Members Club or Loyalty Program chat to us about being your strategic car rental partner.

Additional Services & Value Add-ons

Customer Support

Vroom handles all customer contact related to car hire. Our customer care team is available via phone, email and live chat to ensure an easy booking experience.

Conversion Optimisation

Vroom uses sophisticated software tools to track, measure and optimise all stages of the booking path for the best experience and highest conversion.

Membership & Loyalty Programs

Working closely with our partners, we integrate the major loyalty and Frequent Flyer programs into the booking experience.



Specialty Travel Content

Vroom has created over 10,000 pages of specialty content for the Australian traveller. Content marketing is at the core of our successful customer acquisition strategy.

Our content highlights the best leisure and exploration adventures across Australia, New Zealand and the rest of the world.

Vroom will engage with you to develop specialty travel and editorial content for your site.

The quality of our specialty content maintains Vroom's #1 Google ranking.

The screenshot displays the Perth Airport website's car hire booking interface. At the top, there are navigation tabs for 'Passengers', 'Corporate', and 'Property'. The main heading is 'Book your car hire', followed by the text 'Peace of mind knowing your car is ready when you land, here or there'. Three key benefits are listed: 'No booking or cancellation fees', 'Compare & get the best hire rates', and 'Book your car in minutes'. Below this, logos for AVIS, Budget, Europcar, Hertz, Redspot, and Thrifty are shown. A booking form on the right allows users to specify pickup and return locations (Perth Airport, Western Australia, Australia), dates (28 Sep 2017 to 1 Oct 2017), and times (10:00 AM). A search button is located at the bottom of the form.

Below the booking interface, the page title is 'Driving holidays from Perth Airport'. The sub-headline reads: 'Road trips from Perth are one of the best ways to experience WA's extraordinary scenery. Organising a rental car with us is easy. The hard part is choosing where to go!'. The content is organized into a grid of destination cards:

- Denmark:** Lose yourself in ancient woodlands and enjoy the view from the tree-tops in the Denmark region. [More](#)
- Esperance:** There are endless reasons to visit Esperance, but topping the list is beautiful beaches with some of the whitest sand in the world. [More](#)
- Exmouth:** Experience an incredible sight where the red sand of the Cape Range National Park meets the clear waters of the Ningaloo Reef Heritage Area. [More](#)
- Margaret River:** For an unforgettable wine-tasting adventure, you can't go past the famed Margaret River region. [More](#)
- Monkey Mia:** Monkey Mia's abundant dolphin population and sparkling blue waters have made it a tourist favourite. [More](#)

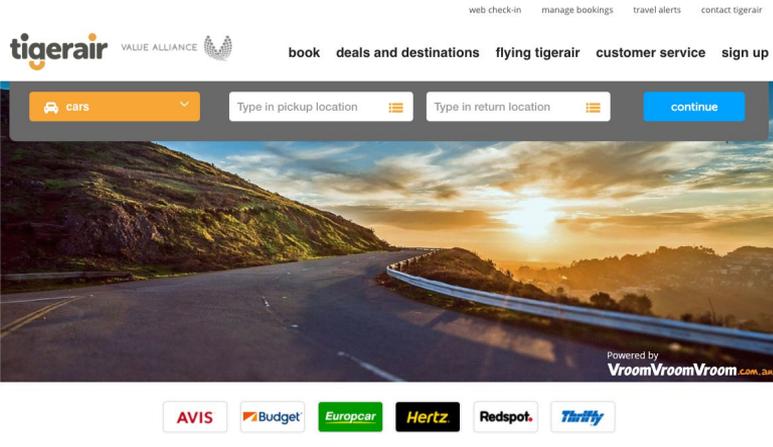
Technical Details: Integration

The integration of Vroom's digital assets is wholly managed and facilitated by our professional team.

Vroom will integrate the search form widget into your site as a piece of javascript code. Searches made through this form use our white labelled booking system.

Headers and footers with your branding and colour swatching will appear on all booking pages and confirmation emails.

The search form, pages and emails are tested and optimised by our UX Design specialists to provide the best possible user experience and conversion metrics.



The screenshot shows the Tigerair website interface. At the top, there are navigation links for 'web check-in', 'manage bookings', 'travel alerts', and 'contact tigerair'. The main header features the Tigerair logo and 'VALUE ALLIANCE' with a globe icon. Below this, there are links for 'book', 'deals and destinations', 'flying tigerair', 'customer service', and 'sign up'. A search form is prominently displayed with a 'cars' dropdown menu, two input fields for 'Type in pickup location' and 'Type in return location', and a 'continue' button. Below the search form is a large image of a winding road at sunset, with the text 'Powered by VroomVroomVroom.com.au' in the bottom right corner. At the bottom of the search area, there are logos for partner car hire companies: AVIS, Budget, Europcar, Hertz, Redspot, and Thrifty.

Car Hire Industry experts ready to help fly, arrive and drive

Enjoy the convenience of landing and collecting your rental direct from the airport.

Car Hire contact us
dialling within Australia
1300 310 381

```
1 <?xml version="1.0" encoding="UTF-8"?>
2 <OTA_VehAvailRateR0 xmlns="http://www.opentravel.org/OTA/2003/05" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:
  schemaLocation="http://www.opentravel.org/OTA/2003/05 OTA_VehAvailRateR0.xsd" Target="Test" Version="1.0">
3   <POS>
4     <Source>
5       <RequestorID ID="11" ID_Context="VIRGINAUSTRALIA" />
6     </Source>
7   </POS>
8   <VehAvailR0Core Status="Available">
9     <VehRentalCore PickupDateTime="2017-10-20T10:00:00" ReturnDateTime="2017-10-25T10:00:00">
10      <PickUpLocation CodeContext="VROOM" LocationCode="144" />
11      <ReturnLocation CodeContext="VROOM" LocationCode="144" />
12      <VehRentalCore>
13        <VendorPref>
14          <VendorPref CompanyShortName="Avis" />
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18        </VehPref>
19        <DriverType Age="30" />
20      </VehAvailR0Core>
21    <VehAvailR0Info>
22      <Customer>
23        <Primary>
24          <CitizenCountryName Code="AU" />
25        </Primary>
26      </Customer>
27      <TPA_Extensions>
28        <TargetCurrency>AUD</TargetCurrency>
29      </TPA_Extensions>
30    </VehAvailR0Info>
31  </OTA_VehAvailRateR0>
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Technical Details: Tracking, Measurement and Reporting

Tracking

Vroom uses Google Analytics to monitor our web traffic. We will create a separate profile to follow the progress of your car rental technology.

Measurement

Google Analytics provides Vroom with accurate metrics and the ability to breakdown market segments, conversions and customer behaviour.

Reporting

We provide reports on market segments, conversions and customer behaviour to improve conversion rates and customer acquisition.



Technical Details: Attribution, Reconciliation and Accounting

Each car hire booking has a unique identifier which signifies your company's site as the booking source. The booking is logged in Vroom's database and with the car hire provider.

Vroom manages relationships with the car hire providers on behalf of our partners.

Car hire providers remit a commission to Vroom for each completed rental. Vroom's finance and accounting team reconcile commission payments with the expected bookings recorded in Vroom's database.

Vroom then identifies the completed bookings originating from your company's site. We provide you with a payment report and the applicable commission for the monthly period when the booking was completed. Easy as that.

Who We Are



Mike Boyd - **Managing Director and Group CEO**

A serial entrepreneur and change maker for over a decade. Mike is focused on creating new markets, technologies and products that revolutionise industries and remain at the forefront of future innovations.

Who We Are

Vroom will also assemble a multidisciplinary group to coordinate effectively with their counterparts at your organisation. This will ensure speed, quality and accuracy targets are achieved.



Karen Hansen - **Commercial Manager**

Your first point of contact for enquiries and partnerships.



Hieu Vu - **Head of Product & Development**

System requirement specifications, management and implementation of the booking engine and white label integration.

Who We Are



Tia Hippolite - CX (Customer Experience) Manager

Streamlining the Customer Experience, Tia manages all touch points ensuring our Customer Journey is consistent and easy across all platforms.



Chris Raval - UX Designer

Works in collaboration with your team to ensure a seamless user experience.

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Contact

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