

100 years of Mobility

SIXT

Arnis Jaudzems
Sixt General Manager
in the Baltic States



3 cars

SIXT



Sixt Worldwide Network



Europe

Albania, Armenia, Austria, Belarus, Belgium, Bulgaria, Bosnia & Herzegovina, Czech Republic, Croatia, Cyprus, Denmark, Estonia, Finland, France, Georgia, Germany, Great Britain, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kosovo, Latvia, Lithuania, Luxemburg, Malta, Macedonia, Moldavia, Montenegro, Netherlands, Norway, Portugal, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine

North America

Corporate & Franchise

Central America & Caribbean

Barbados, Cayman Islands, Dominican Republic, French Guyana, Guadeloupe, Martinique, St. Martin, St. Lucia, Jamaica

South America

Argentina, Brazil, Costa Rica, Mexico, Panama, Peru, Puerto Rico, Uruguay

Africa & Indian Ocean

Angola, Egypt, Ivory Coast, Kenya, La Reunion, Libya, Madagascar, Mauritius, Morocco, Mozambique, Nigeria, Seychelles, South Africa, Sudan, Tanzania, Tunisia

Australia, Pacific


Australia, New Caledonia

#5 in the world



A white, paneled door with a gold handle is set against a blue wall with white wainscoting. The SIXT logo is centered on the door's surface.

SIXT

A white, paneled door with a gold handle is set against a blue wall with white wainscoting. The text "Other car rental" is centered on the door's surface.

Other car
rental

Dogs are loyal. Customers aren't.

Philip Graves
Consumer Behaviour consultant

A light-colored puppy is sitting on a large orange pumpkin in a field of autumn leaves. The puppy is looking directly at the camera with a calm expression. The background is a blurred field of green grass and fallen leaves in shades of red, orange, and yellow. In the bottom right corner, there is a white rectangular box containing the SIXT logo.

SIXT

A large, 3D-rendered red horseshoe magnet with two silver-colored metal poles. It is positioned in the center of the slide, framing the text on either side.

**Is it even possible to have
loyalty towards brand?**

**you feel
nothing**

Plastic card is not enough



Digital revolution

SIXT



CHE GUEVARA

Cheap car rental, discounts up to...

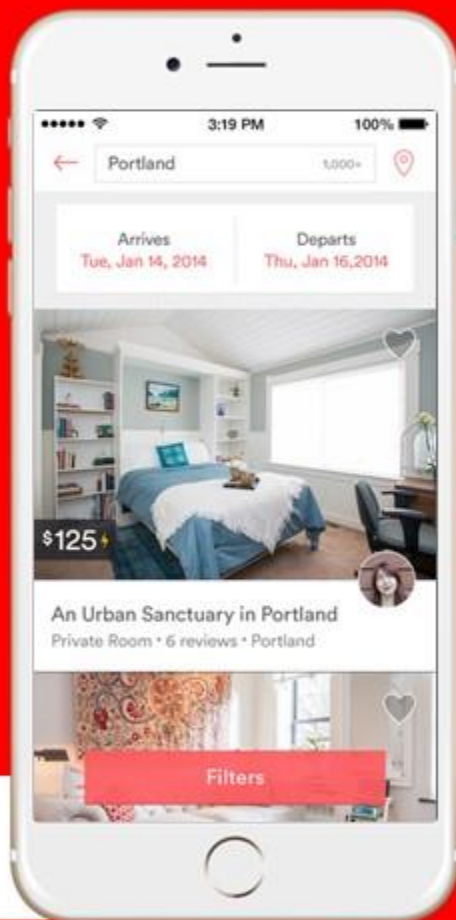
The laptop screen displays a collage of seven promotional banners for car rentals:

- Top Left:** A banner with a woman celebrating, stating "New **CHEAPER** Rates! We've dropped our prices so you can spend more on the FUN STUFF! We Beat Any Competitor's Price **GUARANTEED**".
- Top Middle-Left:** A green banner with "LOWEST PRICES **GUARANTEED**".
- Top Middle-Right:** A blue and orange banner for "CHEAP CAR HIRE" with a "BOOK NOW!" button and an image of a white car.
- Top Right:** A "FREE UPGRADE" banner with three 25% OFF coupons for different car models and a "DISCOVER" logo.
- Bottom Left:** A "DOLLAR RENT A CAR" banner with "LOWEST RATES GUARANTEED." and a "BOOK NOW" button.
- Bottom Middle-Left:** A yellow banner for "Book Early! Great Savings!" with "LOWEST GUARANTEED PRICE" and "40% SAVE UP TO ON CAR RENTALS".
- Bottom Middle-Right:** A "CAR PALACE DISCOUNT" banner offering "FREE 1 DAY RENTAL WITH 1 WEEK RENTAL" (excluding taxes and other charges).
- Bottom Right:** A green banner for "CHEAPEST CAR RENTALS FOR YOUR TRIP" with "Prove us wrong and get 50% off." and a "RENT NOW!" button.

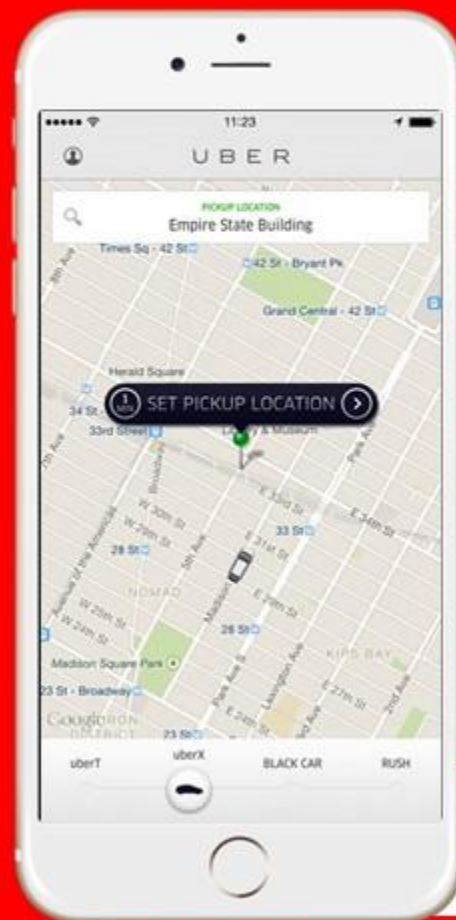
Digital revolution

SIXT

Airbnb is an online community marketplace that connects people looking to rent their homes with people who are looking for accommodations.



The Uber app allows consumers to submit a trip request, which is routed to crowd-sourced taxi drivers.





Drive Premium, Pay Economy!

Customer satisfaction is based on SIXT experience



The best price for premium car

Premium cars and services



Make your day!
(And rent the car of your dream by Sixt)

Premium services

Marketing



Creative solutions

Network and availability



Wide coverage

Cost efficiency

Quality and service

The SIXT logo is located in the top right corner of the image. It consists of the word "SIXT" in a bold, black, sans-serif font, with a small orange swoosh above the letter "I". The logo is set against a white rectangular background.



**Lust auf eine
neue Frisur?**

Are you up for a new haircut?



SIXT
RENT A CAR

**Mieten Sie
sich ein Cabrio.**

(Mercedes SLK für 100,-/Tag inkl. 500 km nur unter s-sixt.de)

Rent a Cabrio.

**Care for a bit of fresh air?
(Rent a cabriolet from Sixt)**

SIXT

Frischen Wind um die Nase?
(Mieten Sie ein Cabrio von Sixt)

SIXT
RENT A CAR





Sixt makes dynamic managers aerodynamic.



**How loyal you are towards
your customers?**

SIXT



We see loyalty as opportunity



Ensure high level mobility

SIXT



Orange or green?



**All of our services are available
in all digital channels
in all gadgets**

SIXT

LANCO

KPIs FROM... KPIs FROM... KPIs FROM...

Umsatzanteile PKW KZ

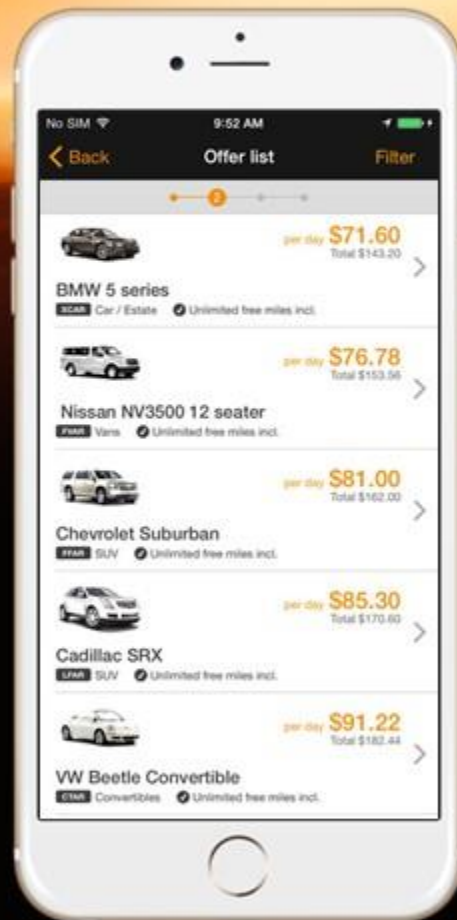
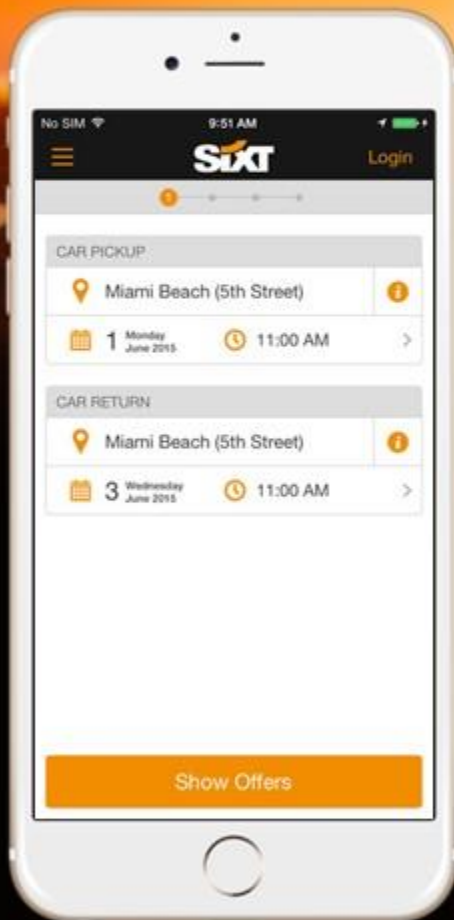
Umsatzanteile PKW KZ

Compact
Intermediate
Luxury
SUV
Economy

Anzahlungen	PKW KZ		Lohn
	Anzahlungen	Umsatz	
Kategorie	YTD 2013	YTD 2012	Kategorie
Compact	51	36	41,7%
Economy	85	61	39,3%
Intermediate	68	46	47,8%
	54	20	41,7%



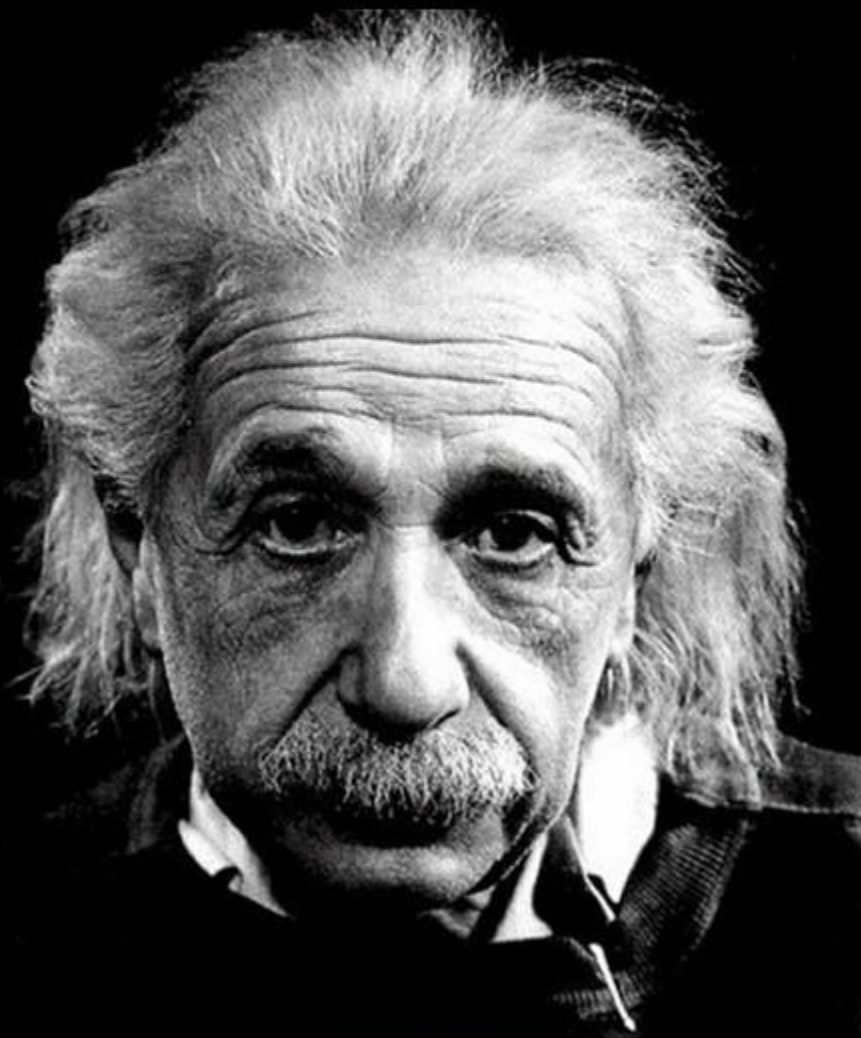
App: Sixt rent a car





**Experience is the mother nature,
which makes us to take decisions**

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~~How to use?~~ How to rent?

SIXT



Ready for future

SIXT



**Reserve the
nearest
DriveNow
car with a
single touch**

DriveNow

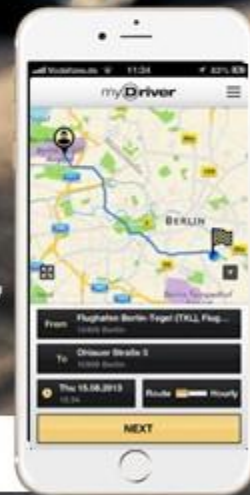


and different future

SIXT



Limo instead
of Taxi; first-
class service,
economy
prices



myDriver

**Share the feedback by
using #sixtbaltic and get
BMW i3 for weekend**

SIXT



Thank You!

Arnis Jaudzems
Sixt General Manager
in the Baltic States

