

WILLISTON BASIN RENTAL CAR OPERATORS

		Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	TTL '20 1st Quar	TTL '20 2nd Quar	TTL '20 3rd Quar	TTL '20 4th Quar	TTL '20 Jan-Dec
Enterprise	Total Gross Receipts	\$156,032.09	\$166,375.01	\$144,387.42	\$98,112.89	\$82,394.90	\$109,983.72	\$131,943.86	\$142,959.03	\$113,253.67	\$113,973.93	\$81,196.30	\$96,033.84	\$466,794.52	\$290,491.51	\$388,156.56	\$291,204.07	\$1,436,646.66
	Market Share %	38.8%	41.5%	39.5%	62.1%	50.7%	54.3%	51.3%	55.7%	56.7%	48.0%	44.7%	48.0%	39.9%	55.5%	54.4%	47.0%	47.5%
National	Total Gross Receipts	\$52,569.79	\$50,847.49	\$32,896.48	\$11,113.26	\$13,772.03	\$22,257.64	\$14,807.62	\$20,964.09	\$17,885.08	\$31,840.48	\$19,323.50	\$16,514.16	\$136,313.76	\$47,142.93	\$53,656.79	\$67,678.14	\$304,791.62
	Market Share %	13.07%	12.67%	8.99%	7.03%	8.47%	10.99%	5.76%	8.16%	8.96%	13.40%	10.64%	8.25%	11.66%	9.01%	7.52%	10.93%	10.07%
Hertz	Total Gross Receipts	\$138,459.97	\$136,710.54	\$142,986.82	\$41,294.79	\$40,852.09	\$50,536.94	\$80,090.61	\$74,820.86	\$46,630.87	\$63,834.20	\$55,345.89	\$61,163.24	\$418,157.33	\$132,683.82	\$201,542.34	\$180,343.33	\$932,726.82
	Market Share %	34.41%	34.07%	39.08%	26.12%	25.13%	24.95%	31.16%	29.14%	23.35%	26.87%	30.47%	30.55%	35.76%	25.36%	28.25%	29.11%	30.83%
Avis	Total Gross Receipts	\$55,284.59	\$47,281.66	\$45,597.72	\$7,590.49	\$25,572.42	\$19,745.11	\$30,148.74	\$18,059.45	\$21,932.21	\$27,958.60	\$25,759.57	\$26,483.16	\$148,163.97	\$52,908.02	\$70,140.40	\$80,201.33	\$351,413.72
	Market Share %	13.74%	11.78%	12.46%	4.80%	15.73%	9.75%	11.73%	7.03%	10.98%	11.77%	14.18%	13.23%	12.67%	10.11%	9.83%	12.95%	11.61%
Total	Total Gross Receipts	\$402,346.44	\$401,214.70	\$365,868.44	\$158,111.43	\$162,591.44	\$202,523.41	\$256,990.83	\$256,803.43	\$199,701.83	\$237,607.21	\$181,625.26	\$200,194.40	\$1,169,429.58	\$523,226.28	\$713,496.09	\$619,426.87	\$3,025,578.82
	Market Share %	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Enterprise
National
Hertz
Avis

