



Car Rental Operations Management Course: Fleet Utilisation, Rates, Damage Recovery and Branch P&L

6 – 10 September 2027

London - Central London four-star



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Introduction:

Car rental operations management, covering fleet utilisation, rates, damage recovery and branch P&L, is a 5-day course for station, fleet, revenue and counter management teams that ends with a Rental Station Operating and Yield Plan for a case rental company. Rental businesses lose margin when cars sit idle or in the shop, rates ignore booking windows, counter staff waive charges and damage or traffic fines go unrecovered. Nominees already run daily or monthly rental operations and work through a modelling build on booking, rate and damage data. CoreConcept Training Center delivers this car rental operations management course.

Course Objectives:

- Measure time utilisation, mileage utilisation, non-revenue days and revenue per available car for each station and vehicle class
- Size and mix a rental fleet by station, season and vehicle class from booking demand, turnaround time and shop days
- Set rate ladders, length-of-rent controls and channel rules for retail, corporate, broker and monthly rental customers
- Run counter, check-out and check-in procedures that lift ancillary product take-up and record vehicle condition as evidence
- Recover damage, traffic fine, toll, fuel and late return charges from renters and plan buyback and risk vehicle de-fleet timing
- Build a Rental Station Operating and Yield Plan with a branch P&L and station contribution targets for a case rental company

Target Audience:

- Management teams responsible for rental stations at airports, city branches and replacement vehicle desks
 - Fleet planning teams responsible for vehicle class mix, transfers between stations and in-fleet and de-fleet schedules
 - Revenue and pricing teams responsible for rental rates, broker and corporate channels and length-of-rent controls
 - Counter and customer service management teams responsible for rental agreements, ancillary sales and vehicle handover
 - Damage, claims and fines management teams responsible for recovering repair, traffic fine and toll charges from renters
 - Commercial and finance teams responsible for branch P&L, monthly rental accounts and station performance reporting
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Course Outline:

Day 1: Rental Business Model, Station Network and Fleet Baseline

- Daily, Weekly and Monthly Rental Product Economics Compared
- Airport, City and Replacement Rental Station Demand Profiles
- ACRISS Vehicle Class Codes for Fleet Mix Mapping
- Time Utilisation, Mileage Utilisation and Revenue per Car Definitions
- Case Rental Company Station Network and Fleet Snapshot

Day 2: Fleet Sizing, Rate Structures and Rental Revenue Management

- Booking Demand Forecast by Station, Vehicle Class and Rental Length
- Fleet Sizing Model With Turnaround Time and Shop Days
- Length-of-Rent Controls and Discount Availability by Booking Window
- Rate Ladder Design for Retail, Corporate and Broker Channels
- One-Way Fees, Mileage Caps and Young Driver Surcharges

Day 3: Counter Operations, Ancillary Sales and Vehicle Handover Control

- Rental Agreement Workflow From Reservation to Vehicle Check-Out
- Collision Damage Waiver and Excess Reduction Counter Selling Scripts
- Personal Accident and Personal Effects Cover Take-Up Tracking
- Check-Out and Check-In Photo Inspection and Condition Report
- Fuel, Mileage and Late Return Charge Reconciliation Procedure

Day 4: Damage Recovery, Traffic Fines, Fleet Rotation and De-Fleet

- Damage Claim File, Repair Estimate and Renter Recovery Ladder
- Traffic Fine and Toll Matching to Rental Agreements
- Non-Revenue Days Analysis for Shop, Transfer and Idle Cars
- Buyback Versus Risk Vehicle Holding Cost Comparison
- De-Fleet Timing by Mileage, Age and Buyback Return Window

Day 5: Modelling Build: Rental Station Operating and Yield Plan

- Case Rental Company Data Pack of Bookings, Rates and Damage
 - Station Fleet Plan by Vehicle Class and Season
 - Rate and Ancillary Yield Scenario Model for Peak Periods
 - Branch P&L Build From Rental Revenue to Station Contribution
 - Rental Station Operating and Yield Plan Completion and Defence
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Skills You Will Gain:

- Rental Fleet Utilisation Analysis
- Rental Fleet Sizing
- Rental Rate Management
- Ancillary Product Selling
- Vehicle Condition Inspection
- Damage and Fine Recovery
- De-Fleet Planning
- Branch P&L Management

Why Attend This Course:

- Deliver a Rental Station Operating and Yield Plan for a case rental company to the operations director or commercial committee for approval
- Decide how many cars of each class to hold at a station, which rate to open for each booking window and when to de-fleet each vehicle
- Avoid idle cars, unrecovered damage and traffic fines, waived counter charges and late de-fleet that erodes resale value
- Coach counter, fleet and claims colleagues using the utilisation dashboard, condition report and recovery ladder templates

Conclusion:

Back at work, the participant presents the Rental Station Operating and Yield Plan to the operations director, commercial committee or regional management of the rental business. They use it to approve the station fleet mix, rate ladders and channel rules, counter procedures, damage and fine recovery targets and the de-fleet calendar, while station managers steer their branch P&L against its contribution targets. After the first peak season run on the plan, the unit should compare actual utilisation, yield, recovery rates and station contribution with the plan and reset fleet and rate settings.

Frequently Asked Questions FAQ:

What should participants know before a car rental operations management course?

Participants should already manage a rental station, fleet, counter team or pricing desk and be able to read a station booking or revenue report. Bringing anonymised utilisation, rate or damage figures helps them apply the modelling build to their own operation.

How does car rental operations management differ from a fleet management or leasing course?

It covers the rental company selling cars by the day or month: station fleet sizing, rates, counter sales, damage and fine recovery, de-fleet and branch P&L. Fleet management courses cover an organisation running its own vehicles, and leasing courses cover long-term lessor pricing and credit.

Why does time utilisation matter so much in car rental operations management?

A rental car earns only on the days it is on rent, while depreciation, funding and parking costs run every day. Raising time utilisation by cutting shop, transfer and idle days lifts revenue per car without adding fleet.

What do participants take back from the car rental operations management course?

Participants take back a Rental Station Operating and Yield Plan for a case rental company, with a fleet sizing model, rate ladder, condition report, damage and fine recovery ladder, de-fleet calendar and branch P&L they can adapt to their own stations.