



**2 June 2008**

**For Immediate Release**

## **PRESS RELEASE**

Dover, NJ USA. Bluebird Auto Rental Systems (BARS) announced that they have been endorsed worldwide by Affiliated Car Rental, the holding company for Affordable, Sensible, and A Substitute Rent A Car. The arrangement allows dealers to benefit from the cost-effective, windows-based software offered by Bluebird Auto Rental Systems, combined with the rental operations support program offered by Affiliated.

Several dealers had been using Bluebird for many years, but now Bluebird is officially endorsed exclusively.

“Making the decision to go with Bluebird for our dealers was an easy one”, explained Brendan Lewis, General Manager of Affiliated Car Rental. “Bluebird’s history with our members was the deciding factor. Support and a quality product for our members is so important because 95% of our members have entered into the vehicle rental business as an add-on to the primary automotive related business, not to mention that the vendors you put your members with is a direct reflection of your program. We look forward to a long and prosperous relationship going forward.”

The primary product being endorsed is **NetRent**, Bluebird’s Software as a Service offering of their flagship **RentWorks** product. “This is the best value for the money available in the market today”, quoted Angela Margolit, President of Bluebird Auto Rental Systems. “Dealers of Affiliated Car Rental will not only have a robust and feature-rich auto rental software, but outstanding service and support to back it up. And wonderful tools such as the Reservation Planner - which allows specific vehicles to be assigned to reservations - will allow them to run their companies with ease and simplicity.”

### **About Bluebird Auto Rental Systems**

Bluebird Auto Rental Systems (BARS) is a provider of cost-effective, turnkey computer systems to vehicle rental operations worldwide. Founded in 1982, the original auto rental division of Bluebird Systems of Carlsbad, CA was spun off into its own company in 1993 as Bluebird Auto Rental Systems. BARS offers a wide variety of fully integrated software and hardware products, all designed to increase the efficiency and profitability of any size vehicle rental operation. BARS is committed to keeping pace with technology in order to offer the most advanced line of products possible, as well as providing top-notch customer support. Bluebird Auto Rental Systems is a privately held company headquartered in Dover, New Jersey with regional sales and support offices located in Florida, Texas, Wisconsin, Arizona, Nebraska, Canada, and England.

[www.BARSnet.com](http://www.BARSnet.com).

### **About Affiliated Car Rental**

Affiliated Car Rental, L.C. has been in the local car and truck rental industry for over twenty five years, with over 200 locations nationwide and over 3000 vehicles on the road.

Their dealers consist of automotive retail and repair facilities around the country who have realized they could fill a niche by supplying not just their own customers, but businesses as well as individuals and families in their communities with economical car and truck rentals. [www.AffiliatedCarRental.com](http://www.AffiliatedCarRental.com)

### **CONTACT:**

Angela Margolit  
**Bluebird Auto Rental Systems, L.P.**  
800.304.8505  
[angela@barsnet.com](mailto:angela@barsnet.com)

Brendan Lewis  
**Affiliated Car Rental, L.C.**  
800.367.5159  
[BtLewis@SensibleCarRental.com](mailto:BtLewis@SensibleCarRental.com)