



Corporate Profile

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Bluebird Auto Rental Systems develops, sells and supports computer software for the vehicle rental industry around the world.

Our software was the first to address the exclusive needs of the auto/truck rental industry. Sales literally “flew” in the window — hence, the name “Bluebird” was coined.

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Executive Overview

Bluebird Auto Rental Systems (BARS) is a provider of cost-effective technology solutions for vehicle rental operations worldwide. BARS was established in 1993, when Angela Margolit and a handful of limited partners purchased the auto rental division of Bluebird Systems, based in Carlsbad, CA. Bluebird Systems first started developing auto rental software in 1982.

Today, BARS offers a wide variety of fully integrated software and hardware products, all designed to increase the efficiency and profitability of any

vehicle rental operation. BARS is committed to keeping pace with technology in order to continually offer the most advanced line of products possible, as well as providing excellent software support and on-site hardware maintenance.

Bluebird Auto Rental Systems is a privately held company headquartered in Dover, New Jersey, with U.S. regional sales and support offices located in Florida, Massachusetts, Michigan, Nebraska, Texas and Wisconsin. International offices are located in Toronto, Canada, and London, England.

Bluebird Auto Rental Systems Mission Statement

The following words represent the BARS creed. We believe that in order to SUCCEED we must:

Count our customers among us, realizing that in their destiny lies our own.

Anticipate all our customers' computer needs, seeing the world through their eyes.

Understand our customers' concerns and serve them to the best of our abilities.

Ensure that every system we provide promotes and enhances the future growth and profitability of our customers.

Be honest and loyal in all dealings.

Resolve every problem and complaint as swiftly and courteously as possible.

Maintain a positive attitude, always having the vision to explore new possibilities, to identify opportunities, and to maximize resources.

Always be there when needed.

Guarantee that every Bluebird Auto Rental System delivers the high level of quality and support that we promise.

Gain our customers' respect and business by EARNING it.

Software Products

AutoMate

First introduced in 1983, AutoMate had emerged as a standard for the auto rental and fleet management industries throughout North America. By design, AutoMate streamlines over-the-counter vehicle rental operations. The turn-key hardware-software system handled all daily business transactions, and ran on the proprietary operating system, SuperDOS.

RentWorks™

With technological breakthroughs occurring almost daily, combined with the worldwide trend in computer systems to open architecture, BARS made a commitment in 1993 to re-write the legacy product to meet the emerging needs of the auto and truck rental industry.

The result: RentWorks.

Featuring a graphical user interface, employing menus and icons instead of cryptic commands, RentWorks encompasses the best of all worlds. Written in Progress, a true 4th generation database language, RentWorks will work with virtually any operating system, is completely hardware independent – and for international applications – is multi-lingual within the program.

Users simply point and click, employing a mouse or a keyboard. Navigation through files, or in and out of screens, is easy and intuitive. Whatever the application, all functions are performed in a universal Windows format.

Based in Bedford, MA, Progress Software Corporation (www.progress.com) is a premier supplier of development tools and relational databases. Progress markets to a wide spectrum of businesses, governments and industries. With its inherent flexibility, BARS was able to market RentWorks to its customer base, utilizing their existing hardware or upgrading them to a client-server environment.

BARS has also re-written modules to integrate with RentWorks, including CCPRO, BARSMail, ClockMate and Accident Claims Tracking.

Reservation Links

BARS supports multiple reservation link formats for RentWorks including plain text and XML files. The corporate entity can deliver the reservation transmissions to RentWorks using FTP over the Internet or a private Frame Relay circuit. Reservation transmissions are processed and added to the database within seconds of receipt. Reservation additions, changes and cancellations are all supported by the link.

RentWorks keeps a log of all reservation transmissions that have been processed, and there is an audit trail that captures all changes to the reservation that occur after it is added to the database. A hard-copy of the actual transmission can be printed from the system if required.

Credit Card Processing (CCPRO)

The Credit Card Processing Module obtains authorizations and performs the end-of-day settlements. Integrated credit card readers save counter agents time by reducing key strokes and data entry errors. CCPRO also provides a security check against fraud by prompting rental agents to key in the last four digits of the credit card number. CCPRO's advanced technology requires only one telephone line or Internet connection for multiple workstations, while bank-supplied systems require multiple phone lines. In addition, the bank-supplied printer can be eliminated because with RentWorks, the necessary information prints directly on the rental agreement.

BARSMail

E-mails can be sent and received from within the RentWorks system with BARSMail. Messages can be replied to, forwarded, or printed. You can also mark a message "Keep as New" so you will always be alerted that you have mail.

TimeClock

Employees can "clock in" and "clock out" with TimeClock. Keep track of employees' time during any type of pay period, including weekly, bi-weekly, or semi-monthly. TimeClock records all transactions for each employee by date, time, and type. Once information is approved, it can be output to a Microsoft Excel spreadsheet for use by your payroll service.

Software Products

Claims Manager

Track electronically all of the accident claims information – even photographs – with Claims Manager. Claims can be entered quickly by pulling renter and vehicle data from RentWorks. Unlimited number of other parties and vehicles involved can be entered, as well as unlimited extra comments.

You can create your own claim statuses and claim types, then pull claims for review using the criteria you define. You can also inquire by renter, claim number, vehicle number, or accident date.

Expenses and payments can be viewed for each claim, with net gains and losses calculating instantly. You can even maintain funds reserved for payments of claims vs. funds actually paid out to-date.

Reminder messages can be created so that they appear every time you access the Claims Manager. And with Microsoft Word, you can generate form letters that merge data from selected claim records.

ParkMate

ParkMate catalogs the entire history of all your valet parking transactions, from check-in to check-out, allowing you to control every aspect of your parking services. This easy-to-use software module enables you to monitor tickets issued and money collected for your parking operation, as well as keep track of vehicles and customer files. Parking tickets and receipts can be printed on plain paper or pre-printed forms.

NetRent

With NetRent, you can have access to RentWorks software via the Internet. For a fraction of the price, you can enjoy all the benefits of software without having to maintain the database on your system.

Erez

Erez connects your RentWorks database to your web site, allowing your customers to search real-time rates and availability, make a reservation, and receive a confirmation number – all directly from your web site.

Within RentWorks, you can flag which rates and miscellaneous charges will be seen by the internet user. Special Events and Rate Utilization can be set up to block out specified vehicles and rates. Rate Rules, such as Advance Booking, Day of Week, Min/Max Days, and One Way Allowed can be set as well. You can even load pictures of your vehicles. When the customer makes a reservation, all the information is instantly loaded into your RentWorks database.

Accounting Interfaces

RentWorks creates data files which can be imported into popular accounting software packages such as:

- ADP Open Elite Dealership Management System
- Great Plains
- MAS 200
- PeachTree
- QuickBooks
- Reynolds & Reynolds ERA Dealership Management System
- Sage Line 50

The primary file is created by the Daily Business Report, once it has been balanced. Several packages also allow you to post Fleet Additions, Fleet Sales and Fleet Depreciation to your General Ledger.

Report Writers

Since Progress comes with ODBC drivers, you may use any commercially available report writer such as Crystal Reports. However, Bluebird has worked extensively with three in particular: Results, DataPA, and CyberQuery. You can link tables yourself, and create reports to appear on the screen, go to a printer, or go to a disk file to be imported by other programs such as Microsoft Word or Excel.

KCI Module

This module tracks each employee's monthly incremental revenues and calculates commissions. If you are also a client of Khoury Consulting, you will have access to more reports and a screen for the Daily Game Plan.

Software Products

Rubicon Forward Vision Interface

Reservation, Contract, and Vehicle data from RentWorks can be sent daily to Rubicon's Forward Vision product, which helps you set the most profitable rates for each car class and time period.

Avis/Budget Wizard Download

The Avis Wizard system creates fleet and revenue files, which can be sent to the Bluebird RentWorks system via FTP. This process improves Reporting, Fleet Maintenance and Accounting.

Budget Data Bridge

One-way transactions are passed among corporate and participating Budget Licensees via the Budget Data Bridge. Also, a file of closed contracts is built on a daily basis and transmitted to a central data warehouse.

Insurance Connection Link

Bluebird has partnered with Argo Development Systems to allow you to process Insurance Replacement Reservations from major companies such as State Farm.

Rate Highway

The Rate-Hawk module (by Rate-Highway, Inc.) collects thousands of Internet and GDS rates at the touch of a button. A task that takes a human ten hours to accomplish takes only 15 minutes. Data from your RentWorks Contracts/Reservations, Fleet, and Rate files is sent daily to Rate-Hawk using the Windows Scheduler.

Equifax

When a renter presents a MasterCard or Visa, RentWorks will distinguish credit from debit. The renter's choice of deposit will determine if a credit score is obtained from Equifax, one of the leading credit history reporting bureaus. Through system settings, you can define acceptable scores, how to handle failing scores, and scripts for counter agents to read to the renter.

RentWorks Mobile

This application operates from any mobile device (such as smartphones and tablets) with a standard web browser. RentWorks Mobile allows you to close Contracts using the RA #, Unit #, Renter Last Name, VIN or License #; take Physical Inventory of your Fleet; and check Status Lines to view the number of Reservations and Due Backs. All changes are displayed so that you can verify them with the customer before closing the contract. Then you can email a receipt.

RWTexting

This module gives you the ability to send text messages to renters' mobile phones, both automatically and manually. From the reservation and contract tabs in RentWorks, a text message can be sent to any customer listed. RWTexting allows you to send messages regarding upcoming reservations, and rental agreements that are due soon, due now, or past due. You also have the ability to set parameters for when reservations and contracts should be checked, when a text message should be sent, and the actual text message that is sent. You can use a pre-written default message or write any message manually.

Other Interfaces (requiring arrangements with third parties) include:

- Like Kind Exchange (LKE) for vehicle financial data transmission to PriceWaterhouseCoopers
- National Processing Company (NPC) for travel agency commission reporting
- Highway Toll Administration (HTA) for ezPass violation processing
- Rent A Toll (RAT) for various other toll agency violation processing
- Royal Bank of Canada (RBC) for reporting credit card transaction points
- Violation Management Services (VMS) for parking ticket processing

Hardware Products

Bluebird Auto Rental Systems offers a wide variety of hardware products and solutions geared to the vehicle rental industry. From Pentium processors to wide area and virtual private networks, BARS supplies only those products that have been tested and certified in-house, ensuring customers the optimum in reliability and long term performance.

Through OEM and distribution agreements and programs, BARS is able to deliver not only the latest in state-of-the-art technology, but at a truly competitive cost-to-value ratio.

Processors: BARS provides powerful, leading-edge Pentium processor CPUs built to exacting specifications. Housed in attractive, durable cases, they are easily configured to meet the demanding computer applications of the vehicle rental industry.

Disk Subsystems: SCSI disk drives with optional caching controllers and Raid capability, or IDE drives.

Tape Subsystems: BARS offers internal or external tape drives that match the high capacities of the hard drives available on the market today.

Terminals: For GUI environments, BARS offers the latest technological breakthroughs in Windows based terminals: Wyse Winterms or HP Thin Clients.

Printers: Available to serve a variety of needs – forms printing, high-speed draft printing, and letter quality printing. New rugged printhead designs keep images sharp for a 200-million character life. Lighter, stronger, more efficient motors reduce friction, heat build-up and wear.

Network Solutions: Network hubs integrate media concentration, LAN switching, access server technology and advanced network management features. BARS networks allow the freedom to change – whether for expanding, migrating, streamlining, or starting from square one – and usually without the need to discard the equipment already in place.

Routers: BARS is an authorized reseller for Cisco Systems, the premier supplier of routers that provide seamless connectivity between remote sites and central site LANs.

Magnetic Strip Readers: Easy interface with PCs or Thin Clients. Cards can be swiped in both directions. When the card is passed through the reader, the entire message is checked for errors using parity and LRC. The swipe reader's LED indicator provides the operator with a continuous status of the reader's operation. It can also be used to read a driver's license.

Hand-Held Terminals: Fully interfaced with BARS software, our Pocket Pen Terminals by Symbol Technologies help users deliver unparalleled customer service. These palm devices, which run Windows Mobile or Windows CE, are lighter, faster and more rugged than anything else on the market. Check-in transactions can take less than 60 seconds. Integrated laser scanners make fleet inventories a breeze.

Signature Pads: A large screen electronically captures your customer's signature upon check-out. You can also prompt to accept or decline additional coverages. Images are stored electronically, eliminating the need to save hard copies. All necessary verbiage can be programmed to display on the screen in order to meet legal requirements.

Driver License Scanners: Protect yourself against fraud by scanning driver licenses and keeping more accurate records of IDs. Once a license is scanned, it is stored in your RentWorks directory from where you can attach it to a contract.

Service & Support

Support

BARS offers complete Hot-Line Support and Subscription Service for all its software programs. Users are entitled to unlimited calls from 08:00 to 20:00 Eastern Standard Time (USA), plus all software upgrades and enhancements.

Emergency Service is available evenings, weekends and holidays at \$75.00 per hour for our subscribing customers.

Training

BARS offers the following training options:

- On-site
- In classes held at designated facilities around the world
- Over the phone
- Webinars
- Consulting services for business advice

Webinars

In response to customer demand, BARS now offers a web-based training alternative. All you need is a PC, a web browser and a high-speed Internet connection to be able to take advantage of this exciting new training tool. "Webinars" (web-based seminars) cover various topics and features within RentWorks, as well as the latest features in each Service Pack as it is released. Each webinar will be hosted by one of our experienced Product Support Analysts who will walk you through the training on the screen right in front of you.

Documentation

Complete, easy-to-use documentation is available for all software products offered by BARS. On-line documentation is a feature of RentWorks, and can also be read from the release CD.

Service Packs

Updates to current versions are available from our Web Site at <http://www.barsnet.com>. Wizards guard you through the installation process, and a "Read Me" file displays which lists the latest features and enhancements.

Car Rental Club

This is a web "portal" site exclusively for Bluebird customers. Listed with the major search engines, it is found by Internet users looking for a car rental. Once they select a country or state, then city, all of our customers who have web sites are listed along with a hyper-link to their site. If desired, you can even post a coupon.

On-line Call Center

BARS allows you to enter and monitor your support calls online. Accessible from our web site or within RentWorks (under Help), you can instantly access our internal Call System. You can even view a Software Action Request for changes and enhancements to programs.

PPGen (Print Program Generator)

PPGen allows you to determine which fields will appear on your Rental Agreement and where they should appear. Programming subtotals and totals is as easy as point and click. This program even allows you to change between a cut-sheet and continuous-feed form and to change fonts for laser printers.

BARSTalk

This quarterly newsletter is sent to all of our customers, informing them of upcoming events, new releases and new products offered by BARS. *BARSTalk* also provides "helpful hints" and other important information for BARS software users.

Users Conference

All customers are invited to this semi-annual event to come see the latest additions to BARS products, participate in break-out groups, provide us with their important feedback and have some fun!

Customer Satisfaction Survey

Every other year (the year a Users Conference is not held), BARS conducts a customer satisfaction survey. An easy-to-use online survey is emailed to our entire customer base. Results are then posted and summarized in the next issue of *BARSTalk*.

BARS Executive Management

Angela Margolit

President and Chief Executive Officer

With programmer/analyst beginnings and a Master's Degree in Information Systems, Angela's background was tailor-made for a career in computer systems sales. In 1988, Angela instantly proved it to Bluebird Systems, as she was named Rookie of the Year and Sales Rep of the Year in her first year with the company. Not only could she inspire confidence and build trust with her obvious people skills, she also possessed the expertise to answer the technical questions.

Angela brings these same qualities – including several years of experience in the auto rental industry – to the table as President and CEO of Bluebird Auto Rental Systems. A master trouble shooter and problem solver, Angela's hands-on approach to management makes her highly efficient and ever aware of what needs to be done. With a commitment to customer support and to staying on the cutting edge of technology, Angela's strong leadership is guiding BARS and its customers into the future.

Gordon Rozek

International Sales Director

No stranger to travel, Gordon spent the early years of his career spanning the globe as a roving reporter and freelance writer. Now with a list of sales accomplishments as long as his typical travel itinerary, Gordon brings a history of strong results to his position at Bluebird Auto Rental Systems. Over the years, Gordon has boosted revenues in a variety of markets, from health care to health food. Wherever he's been, Gordon's aggressive style of management and strategic selling techniques have motivated his salespeople to achieve new heights. With his focus on expanding the customer base and his keen understanding of the bottom line, he's accomplishing the same for BARS.

Philip Jones

Vice President, Support and Development

Since 1983, Phil has been intimately acquainted with the auto rental industry. As an Operations Manager for Budget Rent-A-Car and a Product Support Manager for Bluebird Systems, Phil has seen rental automation from both sides of the counter. This first-hand understanding of the customer's point of view, along with his experience at Bluebird, makes Phil the ideal candidate to oversee BARS support and development operations.

As a Product Support Analyst (PSA) and Trainer, Phil was Bluebird's Vertical Division Employee of the Year in 1989. During his six-plus years at Bluebird Systems, Phil helped streamline product support significantly. As Product Support Manager, he implemented an automated call tracking system that increased the department's efficiency and profitability. And Phil's incentive plan for PSAs helped boost morale, as well as revenues. So it was no accident that Phil became a key player in the formation of Bluebird Auto Rental Systems, and is a vital factor in its continued success.

Orion Systems

Way back in 1977, the Orion software was first developed for Budget Rent a Car of Omaha, Nebraska, to run their entire rental business. This type of technology was in its infancy and Orion, along with Bluebird, were the first pioneers to develop and deploy comprehensive system programs for the needs of rental operations on a global basis.

Today Orion serves an international base of independent and corporate vehicle rental companies, including Avis, Budget, Dollar, National, and Thrifty.

Their flagship products, Classic Plus and Car Sales Plus, offer both GUI and Character/Text programs, giving the customer a number of options with applications, as well as hardware and local and wide area networks.

Orion's products and services are designed to give operators on-time control over all aspects of their business – from improving customer service to enhancing the bottom line, whether a single user operation or a large rental agency with multiple users and locations.

Orion continues to provide all the latest tools necessary for rental managers and owners to successfully run a vehicle rental company. Orion also offers a range of electronic data and asset management products, as well as on-site installation and training, help desk support, and custom programming.

As of May 31, 2006, Orion Systems is now a wholly-owned subsidiary of Bluebird Auto Rental Systems.

Orion

Systems
www.orsys.com