



LexisNexis and Bluebird Auto Rental Systems Tackle Customer Experience With Risk Assessment Solutions

ATLANTA (May TK, 2013) – LexisNexis® Risk Solutions today announced an alliance with Bluebird Auto Rental Systems to help rental car companies better identify driver risk and more effectively price LDW for individuals, by integrating its LexisNexis® Loss Damage Waiver (LDW) Score, a proprietary scoring solution, into Bluebird’s easy-to-use, cost-effective software for vehicle rental companies.

LexisNexis LDW Score benefits consumers by offering an individualized LDW rate with the potential for lower rates based on their risk factors. It helps rental car companies assess and mitigate renter risk, offering seamless access through Bluebird to comprehensive data sources and analytical tools, and can enable a better customer experience. According to Stuart Greif, vice president of the travel practice, regarding the J.D. Power and Associates 2012 North America Rental Car Satisfaction StudySM, leveraging technology provides “an opportunity to make the most out of staff interactions with customers and raise customer satisfaction levels even higher” and addresses customer pain points during the pricing and rental process.

“We partnered with Bluebird because they are highly respected in the industry for their customer focus and easy-to-use, cost-effective and innovative solutions,” said Roy Marler, vice president, emerging markets, LexisNexis Risk Solutions. “The partnership with Bluebird will allow us to work together to bring new solutions to the broader market faster.”

“We at Bluebird are very excited to add such a large player in the industry to our arsenal of product integrations,” said Angela Margolit, President of Bluebird Auto Rental Systems. “Having LexisNexis as a business partner will also add tremendous value for our customers, solidifying their software investment.”

LexisNexis LDW Score will be available in the next release of Bluebird RentWorks.

About LexisNexis Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk/) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, Risk Solutions provides products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

About Bluebird Auto Rental Systems

Bluebird Auto Rental Systems (www.barsnet.com) is a provider of cost-effective, turn-key computer systems to vehicle rental operations worldwide since 1982. Bluebird's Auto Rental application software, RentWorks, enables dealerships to more efficiently manage their service loaner fleets – expediting the rental process and improving the overall customer experience.

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*[*J.D. Power and Associates 2012 North America Rental Car Satisfaction StudySM](#)*