

Send us an E-mail:
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BLUEBIRD[®]
AUTO RENTAL SYSTEMS

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P R E S E N T S

BARSTalk

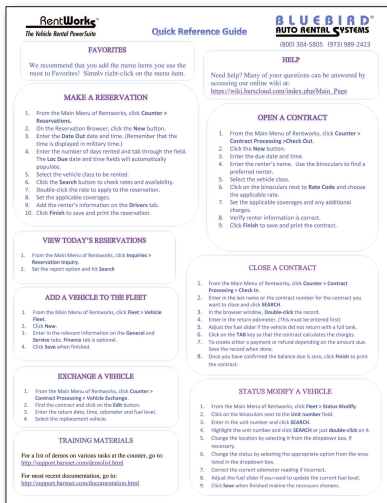
A QUARTERLY NEWSLETTER FOR THE AUTO RENTAL INDUSTRY

SUMMER 2016

QRG Now Available

Check out our new **Quick Reference Guide:**

http://support.barsnet.com/Documentation/User_Guides/QRG.pdf



Need Training?

Do you have new employees who need training? Have them sign up for our free weekly webinars at www.barsnet.com/training-signup.html. We now have a session dedicated to Dealerships on Fridays!

Customer Survey

Our biennial Customer Satisfaction Survey will be sent in September. Please be on the look-out for it. Thank you in advance for your participation!

The RentWorks Express APP Is Here!

Bluebird is pleased to announce our new "app" for Android and iOS tablets: **RentWorks Express!**

Available from Google Play and the Apple AppStore, RentWorks Express was developed in the Telerik Kendo UI platform. Telerik, now a Progress Software company, is an award-winning development environment.

For dealership service departments, this app will quickly open a loaner agreement:

- Import driver details from a DMS or the RentWorks renter table.
- Enter the repair order number.
- Assign the bill-to and service writer.
- Select a vehicle.

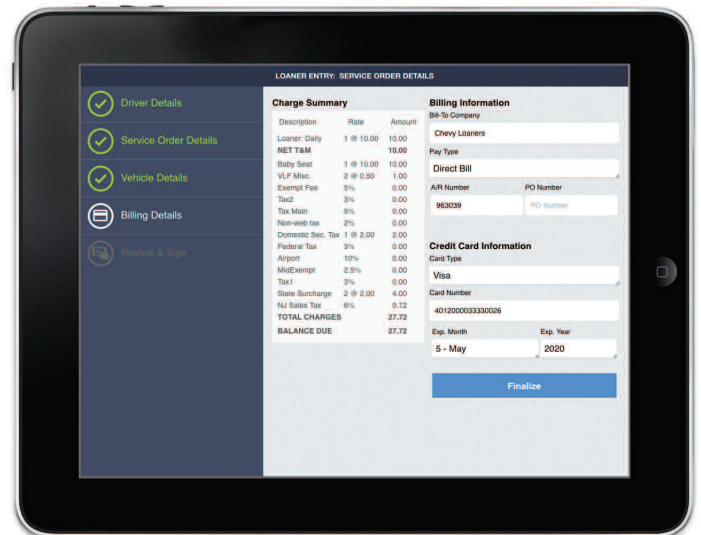
You will then be able to electronically obtain the customer's signature on the tablet, and email the completed contract.

For traditional car rental operations, use the app to honor an existing open reservation. The contract will be opened by accessing all of the information from the reservation. Assign the car, have the driver provide his/her initials and signature on the tablet, and you're done!

The app has been developed so that ANY contract/agreement form can be used as long as there is sufficient "white space" surrounding each initial and signature.

RentWorks Express will work with Android OS version 5 or greater and iPad iOS version 8 or greater.

Please contact your account manager if you would like to try it out.



Letter from the President

Thanks to our “approved” status by the Big Three and Honda, we have been signing up dealerships at an unprecedented rate. Therefore, we have added a fourth day of classes in our RentWorks Academy to specifically cover LoanerTrack. Please visit and sign up at: <http://www.barsnet.com/training-signup.html>.

We are also constantly improving our online help portal: <https://wiki.barscloud.com>. If you can't find what you are looking for, or would like us to elaborate on a topic (or add more screen shots), please let us know. There isn't a week that goes by without us adding something to this powerful tool.

As always, if you have any problems, concerns or questions, please contact me directly.

Angela Margolit
President

Tel: 973.989.2423

Email: angela@barsnet.com



What's Available to Assist You

1. Weekly Webinars:
Tuesday: Counter (check-in, check-out, contract modify)
Wednesday: Fleet (setup, depreciation, maintenance)
Thursday: Accounting (General Ledger Setup, DBR Posting)
Friday: Dealerships
All are held at 1:00 pm EST. Reserve your spot by sending an email to support@barsnet.com.
2. Online Tutorials at support.barsnet.com are great for brand new users. You can also access these on YouTube. Simply search for RentWorks.
3. Quarterly Classes: a three-day class is scheduled every quarter at our home office in Dover, NJ. See the schedule at www.barsnet.com/class-schedule.html. The agenda, a list of area hotels, and directions to our office are also on this page.
4. Regional and/or Advanced Classes based on demand, as long as there are at least five attendees. Locations will be announced as the classes are scheduled. Topics include System Management and Cyberquery.

EMV/Chip & PIN Update

by Phil Jones

With the general release of RentWorks version 4.1E, anyone in the U.S. who is currently using or would like to use the Vantiv (Element) credit card processing interface for Chip & PIN transactions can do so.

Included in the release is support for Vantiv's TriPOS solution, which supports the processing of both swiped transactions and Chip & PIN transactions. Interested customers will need to buy the appropriate Chip & PIN devices for their point-of-sale terminals from Vantiv and register a support call to schedule the cutover. Bluebird can place orders for the machines on merchants' behalf.

There are a number of caveats to be aware of before merchants decide to switch to Chip & PIN. First of all, the TriPOS interface passes a token to RentWorks which is used as a pointer to the credit card used for the sale, now stored on Vantiv's servers and not in RentWorks. There is a fee to keep these tokens on file at Vantiv for a protracted period so they can be used again. Users will need this feature so they can process tickets and damage at a later time. The batch now automatically closes at midnight each day with no draft having to be initiated from the merchant system. Importantly, the only type of transaction currently supported is a retail type sale at time of rental for the estimated charges plus a security deposit. A refund is made at the end of the rental.

Auto rental style transactions, where an authorization is taken at the time of rental and settled at check-in, will be supported from the end of 2016 according to Vantiv.

Customers of Bluebird in Canada, Bermuda, the Caribbean, and Panama will be able to switch to Chip & PIN with a new interface we are developing with our partner CenPOS. Once the programming is complete the interface will not only be available in the above areas, but also in the U.S.

Estimated completion for the development of the necessary software is August 31st. Once QA and beta test periods are completed, the new interface will be generally available.

Please do not hesitate to contact Phil Jones at philj@barsnet.com with any questions or concerns regarding Chip & PIN (EMV) or our tokenization strategy.



Accelerating the Auto Remarketing Industry

How do you handle vehicle defleeting? Do you send defleeted vehicles to the closest auction and pay for transportation costs and auction fees, as well as have to wait for the cars to be listed and sold? Or do you alternately try to sell defleeted vehicles on your own to a group of dealers/wholesalers in your area, in which case you are saving on transportation and auction fees, but losing time distributing this information to dealers in your area, and reducing your returns due to a limited number of buyers?

Now there is an alternative remarketing solution for defleeted vehicles: Introducing **iBidSmart**, a fleet disposal solution that will ease and expedite the process of selling defleeted vehicles! iBidSmart is a white label software provider that allows car rental companies to automatically sell defleeted vehicles directly to buyers through their very own online auction. With iBidSmart's rental fleet solution, you can sell without the hassle of transporting cars to the auction or manual buyer solicitation.

iBidSmart increases exposure to your inventory through partnerships with ready-to-buy car dealers. In addition to the dealers you currently transact with, you will be able to access additional buyers and expand your reach. With more buyers lined up and significantly lower buyer fees than what they are used to at the auction, you also have the potential to yield higher returns.

Save time by easily uploading vehicles to iBidSmart's auction platform via API, easy-to-use mobile app, or a potential Bluebird system integration. Choose whether to list cars through the online auction, sealed bid offer submission or "buy now" price and allow buyers to bid or submit offers electronically. You could even list your vehicles a few days before they become defleeted, thereby freeing up space on your lot faster and generating a greater capital return. If you do not want to directly manage your own sales or online auction, we can recommend a unified platform to list your vehicles. Under this platform, buyers still buy directly from you but a third party manages the auction process. iBidSmart can even refer services for vehicle inspections and deliveries from one of our trusted partners.

Take advantage of this unique remarketing solution for your defleeted vehicles. Contact us today for a complimentary presentation to see how our fleet disposal solution can be catered to meet your specific needs. Turn up the speed and turn your fleet, call (800) 953-3072 or email info@ibidsmart.com now!

You may also contact Yury Kaganov directly.

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Skype: [yuryk70](https://www.skype.com/user/yuryk70)



Social Media Minute

by Stefan Jagot, Bluebird Social Media Coordinator

Five Bad Social Media Habits

1. Spamming Social Feeds with Repetitive Messages

One sure way to get people to avoid following you, and those following you to stop doing so is to spam their feeds. Instead of making every last tweet about your rates, try some content that is engaging and motivates your ideal customer to learn more about your business. You will be amazed by the amount of people who stick around, and actually respond to what you have to say!

2. Sticking to Only Facebook and Twitter

While they are no doubt the big two, and need to be used – there are plenty of other social media services that can help market your business. We have previously discussed Instagram and its capabilities; other platforms to consider are Tumblr and Pinterest.

3. Leaving Social Media Accounts Barren

While we strongly suggest keeping your accounts active, nothing makes your business look more abnormal than having social accounts that have been inactive for months or years. It's one thing to understand that you can't take the time to manage your business's social media needs, but at least take the time to delete inactive accounts. That way when potential customers check you out they don't see a ghost town, which has the potential to reflect poorly on your business.

4. Asking for Retweets or Likes/Shares (*Cringe!*)

A compliment is best when it is given unsolicited. A compliment means little when it is asked for repeatedly on social media. If your content is good, people will notice. If not, people will ignore it. It's really that simple.

5. Not Talking with Your Audience

Ask your audience questions, reply to their comments, and proactively engage with people on channels like Twitter and Instagram who have similar interests as your brand in a genuine manner. Searching hashtags that are similar to your brand's interest can accomplish the latter. You'll see your engagement, sentiment and audience grow.

For more social media discussion follow our blog at: www.barsnet.com/blog

Customer Spotlight

Courtesy Rent a Car, Barbados

Courtesy Rent A Car, the Hertz affiliate on the island of Barbados, has been providing car rental services since the mid 1970s.

From a small fleet of 30 cars, they have grown over the years to be one of the larger car rental companies on the island. With well-trained knowledgeable staff, they have built a reputation for the provision of "quality vehicles at competitive rates with service that is second to none."

They operate four conveniently located offices at Wildey, St. Michael, Charnocks Christ Church, the Bridgetown Cruise Terminal, and the Grantley Adams International Airport.



Welcome New Customers!

Since our last issue of BARSTalk, the following customers have joined us (2nd Quarter 2016):

Affordable Auto Rental – Rochester, MN
AVA Agor – Syracuse, NY
AVA Bussani – Beth Page, NY
AVA Presidential – Fayetteville, AR
AVA Superior – Fort Wayne, IN
Bergstrom Automotive on Victory Lane – Neenah, WI
CityCar – Beirut, Lebanon
Corporate Rent A Car – Buffalo, NY
Don White Timonium CJDR – Cockeysville, MD
Downtown Auto Sales – Charlottesville, VA
Fisher Leasing – Reading, PA
Forest City Honda – Forest City, NC
Hertz Rent A Car – St. Georges, Grenada
Indy Van Rental – Fishers, IN
Joy Car Rental/Economy – San Diego, CA
Mohawk Honda – Scotia, NY
Priceless Car Rental – Simpson Bay, St. Maarten
Rent-A-Wreck – Clovis, NM
Routes Car Rentals of Chicago – Schiller Park, IL
Sax Car Rental – Simpson Bay, St. Maarten
Sport Honda – Silver Spring, MD
Sunnyvale Ford – Sunnyvale, CA
Taylor Ford – Taylor, MI
Thrifty Car Rental – North Platte, NE
Value Van Rental – Belfast, Ireland
WeCare USA LLC – Rowland Heights, CA

Connect with Bluebird!

There are many ways to connect with us. Find us on your favorite social media site...

Twitter: <https://twitter.com/BluebirdARS>

Facebook: <https://www.facebook.com/BluebirdARS>

Google Plus: <https://plus.google.com/115186765438731036841/posts>

YouTube: <http://www.youtube.com/user/BluebirdARS>

LinkedIn: <http://www.linkedin.com/company/bluebird-auto-rental-systems>

Blog: www.barsnet.com/blog

QUARTERLY RENTWORKS TRAINING CLASSES

August 9-11, 2016

November 8-10, 2016

Classes are held in Dover, NJ, USA (unless otherwise noted) and run from 9:00 AM to 5:00 PM on the dates indicated. The cost is \$500 per person per class. Attendees are responsible for their own expenses including airfare, ground transportation, hotel accommodations and meals. ALL CLASSES ARE SUBJECT TO CANCELLATION IF THERE ARE NOT AT LEAST FOUR CONFIRMED ATTENDEES TWO WEEKS PRIOR TO CLASS DATE. We will contact customers two weeks prior if class will be cancelled.

UPCOMING INDUSTRY EVENTS

Sept. 19-21	Auto/Mate Convention – Oak Hill, IL
Sept. 20-21	ACRA Conference – Washinton, DC
Sept. 25-27	Rent-A-Wreck Convention – Las Vegas, NV
Sept. 26-28	US Budget Licensee Convention – Parsippany, NJ
Oct. 4-6	Mopar Great Lakes/Mid Atlantic Conference – Atlantic City, NJ
Oct. 11-13	Mopar Southeast/Southwest/Midwest – Orlando, FL
Oct. 24-26	Auto Rental Summit – Orlando, FL
Oct. 24-27	Volvo Convention – Las Vegas NV
Nov. 7-9	World Travel Mart – London, UK
Nov. 8-13	NYSADA Convention – Aruba
Nov. 13-15	Mopar Denver Conference – Las Vegas, NV



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