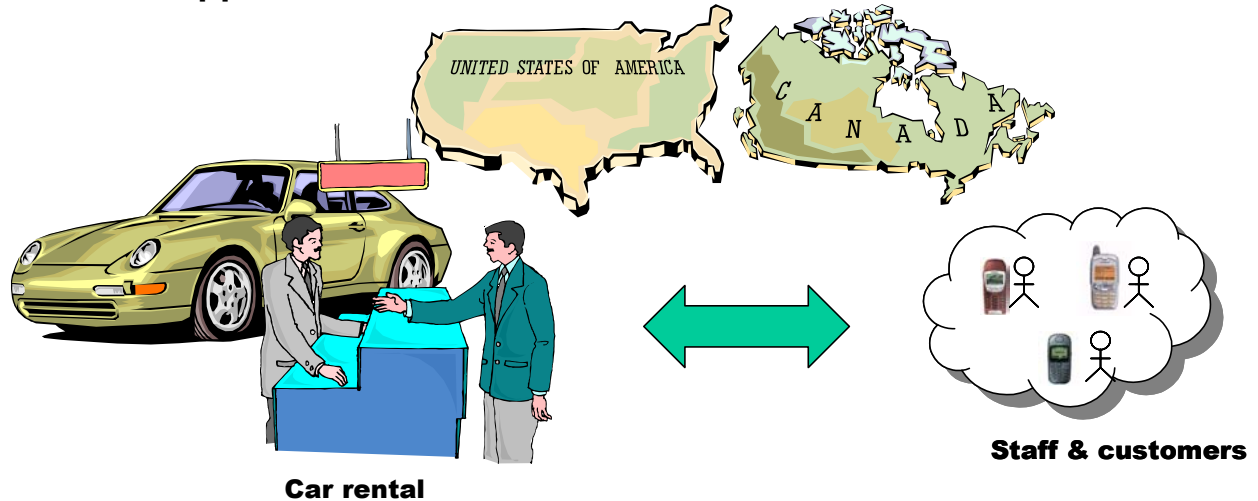


**Concept type**  
Corporate SMS

**Business Sector**  
Car rental

**Date**  
June 2003

## Wireless opportunities for the car rental business



### Communication with staff

Use SMS to get extra personnel. Ask for response to see who are interested.

### Communication to car movers

If the customer delivers the car at a different place than he borrowed it, the car rental need transportation back. The people that are available to do this job, may be notified by SMS. The first person who responds positive, get the job.

### Communication with customers

The customers can be notified when the car rental have a fine offer to make. This is a fine opportunity for people who haven't their own car, and want to use rental cars to go out-of-town when they get a bargain.

The customer must have the opportunity to turn the notification on or off.