

Colleagues,

Thermeon has always been proud of the fact that our applications are continually evolving.

The challenge then becomes one of keeping you abreast of what new features are available, what interfaces have been brought to life and how to make best use of cars+ products.

Whilst your account manager is always your first port of call, I want to use this newsletter to promote new ideas and features for you.

Your feedback, as always, is welcome.

Regards

Andy

Andy Thorburn
Managing Director, Thermeon Worldwide

Using online forums to boost business

Every customer wants a bargain. More precisely, they want to FEEL that they've got a bargain. Shopping around on the internet is fast: I can compare prices for the same product on 5 sites in minutes. However, others will go even further to find that bargain. **Join their game** and adopt forums as a channel for promoting your offers! Google search for "promotion codes" + [brand name] and you will find sites such as [FlyerTalk](#), [RetailMeNot](#) and [LiveHotDeals](#). Anonymous posters are revealing the codes that can be used to book discounted car hire. Often contributors will style themselves as someone with inside knowledge of a hire company's rates, CDPs or Promo Codes.



To play their game:

- Establish your own presence on these forums with your own pseudonyms.
- Decide which business to chase (peak / non-peak / veh class specific, etc) and create the CDPs / Promo Codes to reflect your strategy.
- Control the use of any codes with validity periods in your rental system
- Publicise your promotions on the forums – always include a URL to your site or offer page (these are effectively "free" links to your website, supporting your SEO strategy)

Do remember to perform checks at the counter to protect those "special" rates that you don't want used by everyone on the internet (eg Staff Rate, Friends & Family)

What's new in cars+

All Release Notices can be found at the online [cars+ Manual](#)

Feb Releases

- [Safety recall functions added to Hold and Repair Codes](#)
- [Streamlined application of Max & Min days used in Rates](#)
- [Vendor commission can now be applied as a default flat fee](#)
- [Fast load of Chauffeur RA program \(rather than RA Open\) from Res Display](#)
- [You can now bill an insurance company the fuel charge](#)

Reports:

- [Ticket Processing Report now shows admin charges](#)
- [Res Yield Report now allows you to include pro-rated rev for res that begin before search date.](#)

For RV Businesses:

- [One-Way Analysis Report covering all one ways by Due In Location](#)
- [Ideal Fleet Report with "AM or PM" logic](#)



Interface now to:

Amigo Autos, Atlas Choice, AutoEurope, BCO, Car Jet, Car Trawler, Do You Spain, DriveAway, Easy Car, Holiday Autos, Holiday Cars, Holiday House, imall brands, Kemwel, Sunny Cars, Travel Jigsaw
TUI

...and we're adding more every month!

Staff Pick – our favourite new feature this month...



You can now offer FREE DAYS on rentals.

For example



It's all in the manual: [Field 58 on Edit Rules/Rates](#)

cars+ Tips & Hints

Did you know?... <Shift> <F7> at the option prompt of the deposit window of Res or RA, will list all DEPPAY records for that transaction

SEO: Tris's Top Tip

"High Google Page Rank sites linking to your site will give you an extra boost in your own ranking"

Industry News

[ABG and the virtual car](#)

[Sixt launch "rent here, leave the car anywhere" with BMW](#)