Rental Car Customer Satisfaction Holds Steady as Industry Deals with Reduced Volume, J.D. Power Finds

Hertz Ranks Highest in Overall Customer Satisfaction

TROY, Mich.: 14 Oct. 2020 — Overall customer satisfaction with North American airport-based rental car companies is flat this year as airport passenger volumes have slowed dramatically during the COVID-19 pandemic. According to the J.D. Power 2020 North America Rental Car Satisfaction Study, released today, customer satisfaction with airport-based rental car companies is 841 (on a 1,000-point scale), which is statistically flat compared with 2019’s record-high performance.

“As with other travel suppliers, this has been an incredibly challenging period for the car rental industry,” said Michael Taylor, travel intelligence lead at J.D. Power. “Despite these economic headwinds, the major rental car companies have been able to maintain high levels of customer satisfaction throughout the pandemic, largely through great customer service and enhanced cleaning protocols to build confidence with travelers.”

Study Ranking

Hertz ranks highest in overall customer satisfaction, with a score of 852. Enterprise (849) ranks second, followed by Alamo (848) and National (845).

The 2020 North America Rental Car Satisfaction Study is based on responses gathered from September 2019 through August 2020, from 7,364 business and leisure travelers who rented a vehicle at an airport location from August 2019 through August 2020.


To view the online press release, please visit http://www.jdpower.com/pr-id/2020131.

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Media Relations Contacts
Geno Effler, J.D. Power; West Coast; 714-621-6224; media.relations@jdpa.com
John Roderick; East Coast; 631-584-2200; john@jroderick.com

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NOTE: One chart follows.
J.D. Power
2020 North America Rental Car Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

- Hertz: 852
- Enterprise: 849
- Alamo: 848
- National: 845
- Industry Average: 841
- Dollar: 836
- Thrifty: 835
- Avis: 834
- Budget: 818

Source: J.D. Power 2020 North America Rental Car Satisfaction Study℠

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