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Belanger et al.

(54) **METHOD AND APPARATUS FOR IMPROVED CUSTOMER DIRECT ON-LINE RESERVATION OF RENTAL VEHICLES**

(75) Inventors: **Hugues Belanger**, Creve Coeur, MO (US); **Kelli Boruff**, St. Charles, MO (US); **Vernon James Chrisco**, St. Peters, MO (US); **Robert Michael Hibbard**, Olivette, MO (US); **Julia Phaenome Owens Rogers**, Ferguson, MO (US); **Paul Tucker**, Ballwin, MO (US)

(73) Assignee: **THE CRAWFORD GROUP, INC.**, St. Louis, MO (US)

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Related U.S. Application Data

(60) Division of application No. 11/039,203, filed on Jan. 20, 2005, now Pat. No. 8,108,231, which is a continuation-in-part of application No. 10/505,685, filed on Aug. 25, 2004, filed as application No. PCT/US03/18553 on Jun. 13, 2003, which is a continuation-in-part of application No. 10/172,481, filed on Jun. 14, 2002.

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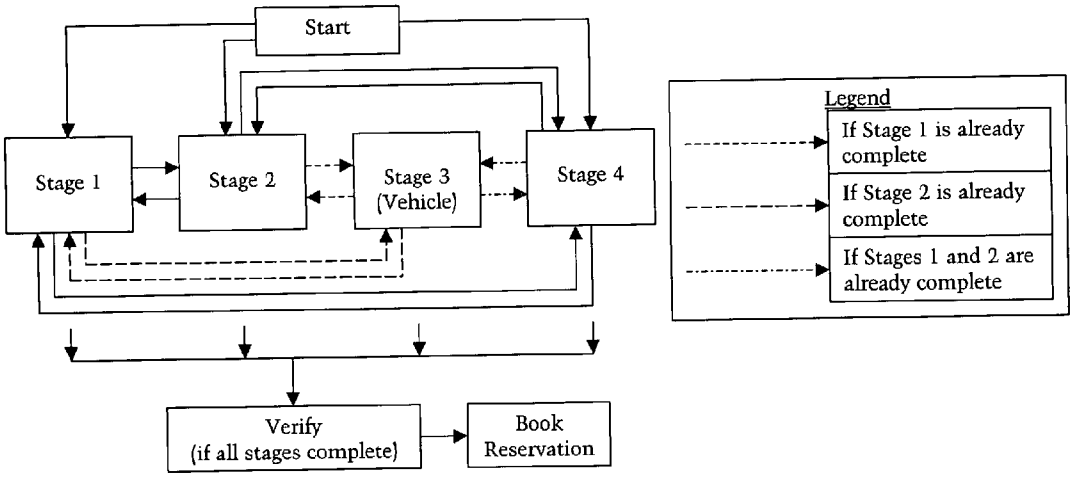
G06Q 50/14 (2012.01)

(52) **U.S. Cl.** **705/5**

(57) **ABSTRACT**

Disclosed herein is a reservation booking website for rental vehicle reservations wherein the functionality of managing customer profiles/accounts is expanded upon to provide customers with greater control over the profile data stored in their associated personalized accounts/profiles, particularly in connection with the "favorite" or "preferred" branch locations for rental vehicle reservations that are stored in the customer profiles/ accounts.



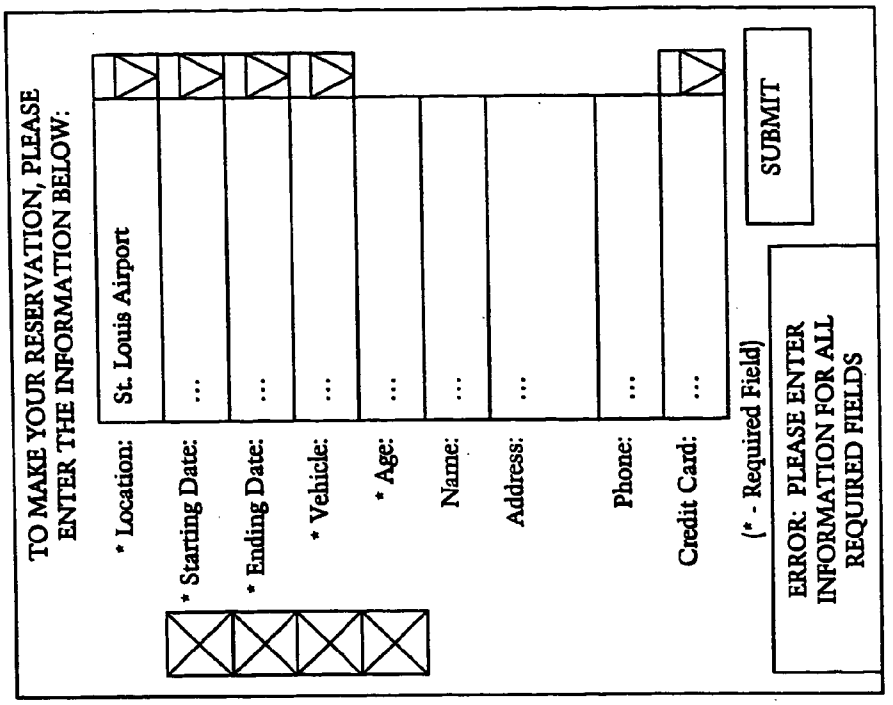


Figure 1(b): PRIOR ART

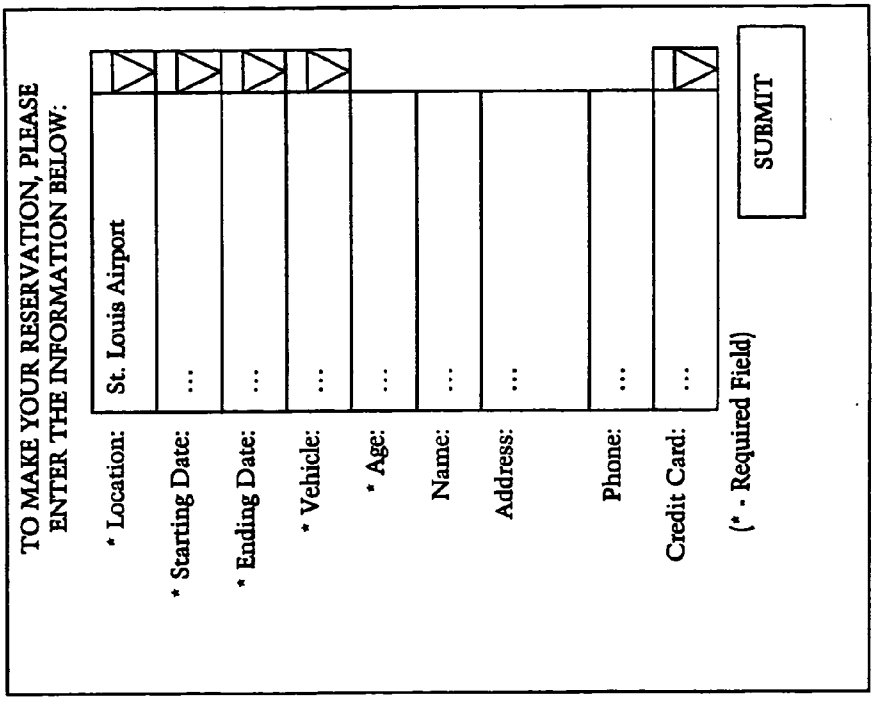


Figure 1(a): PRIOR ART

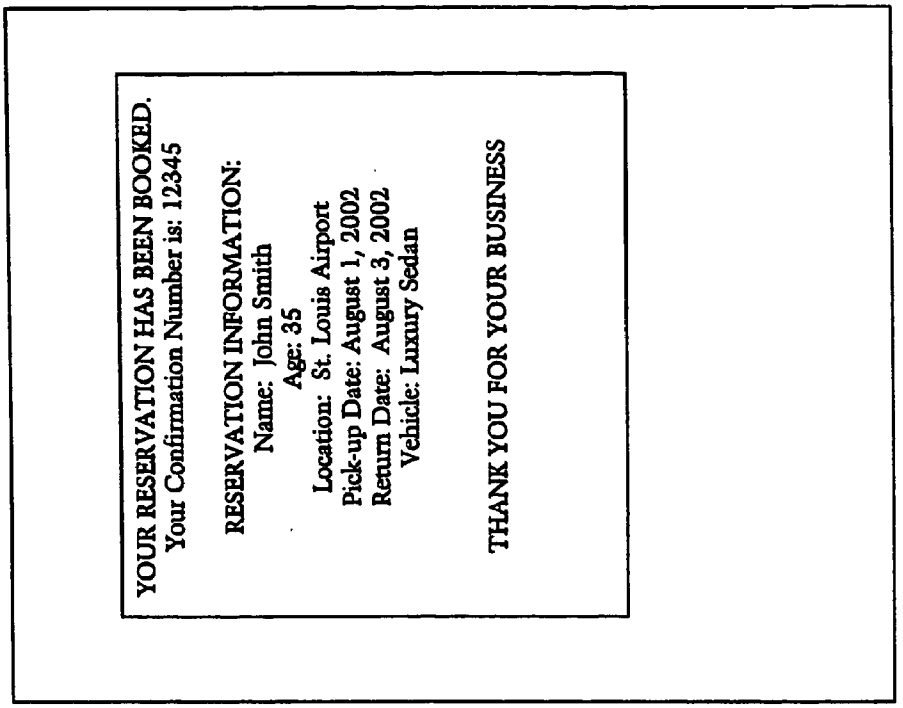


Figure 1(d): PRIOR ART

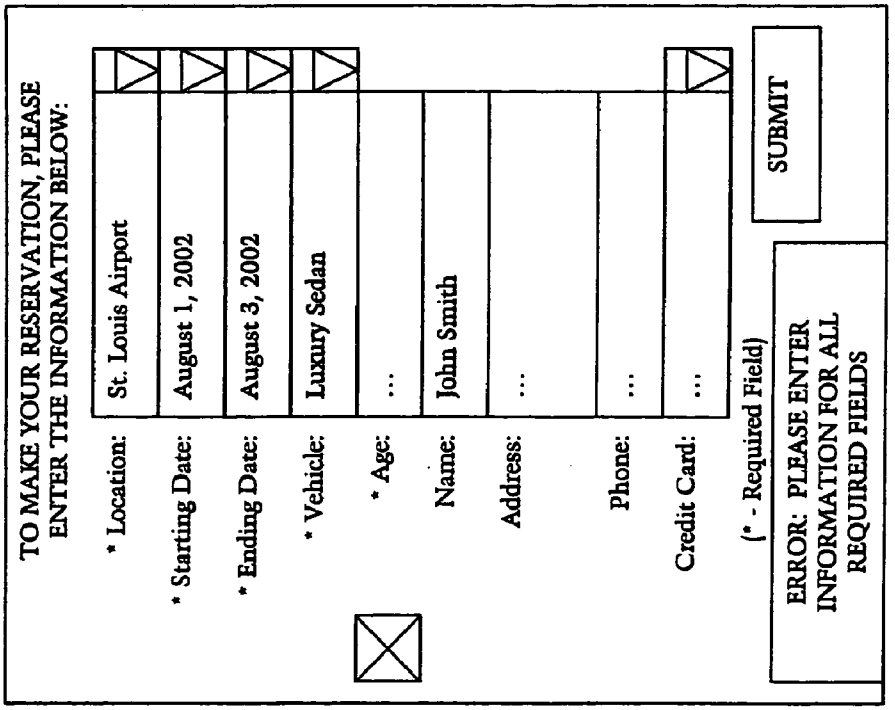


Figure 1(c): PRIOR ART

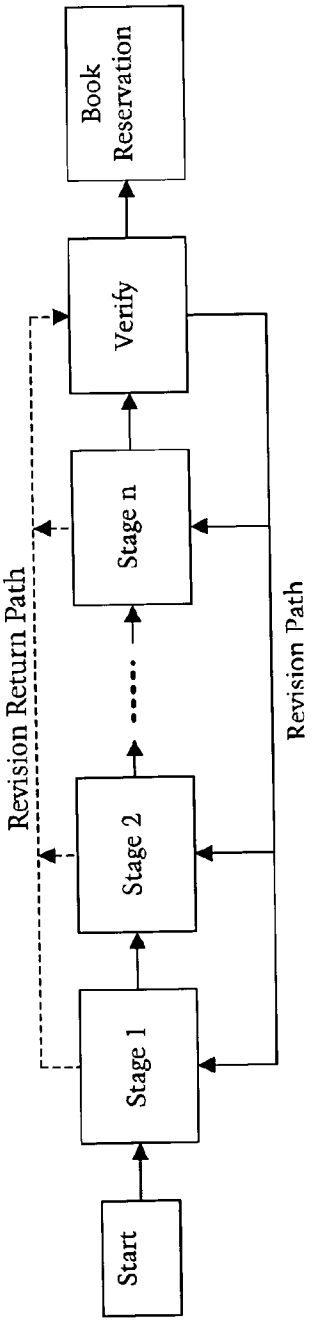


Figure 2: PRIOR ART

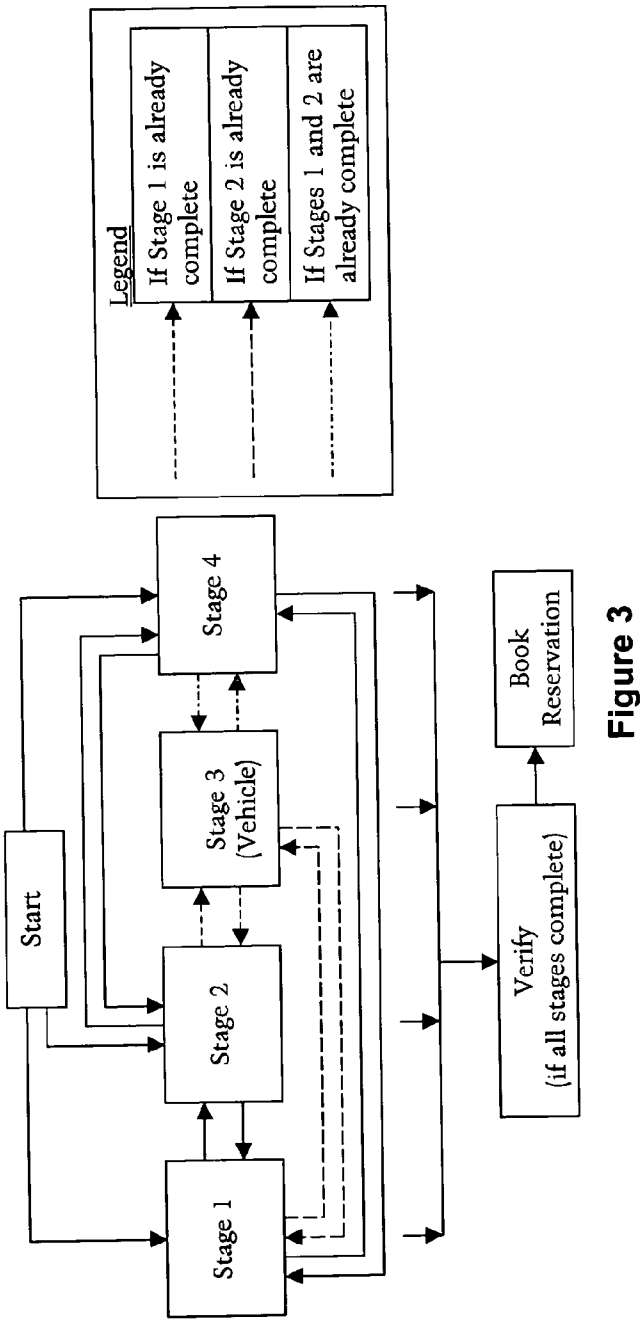


Figure 3

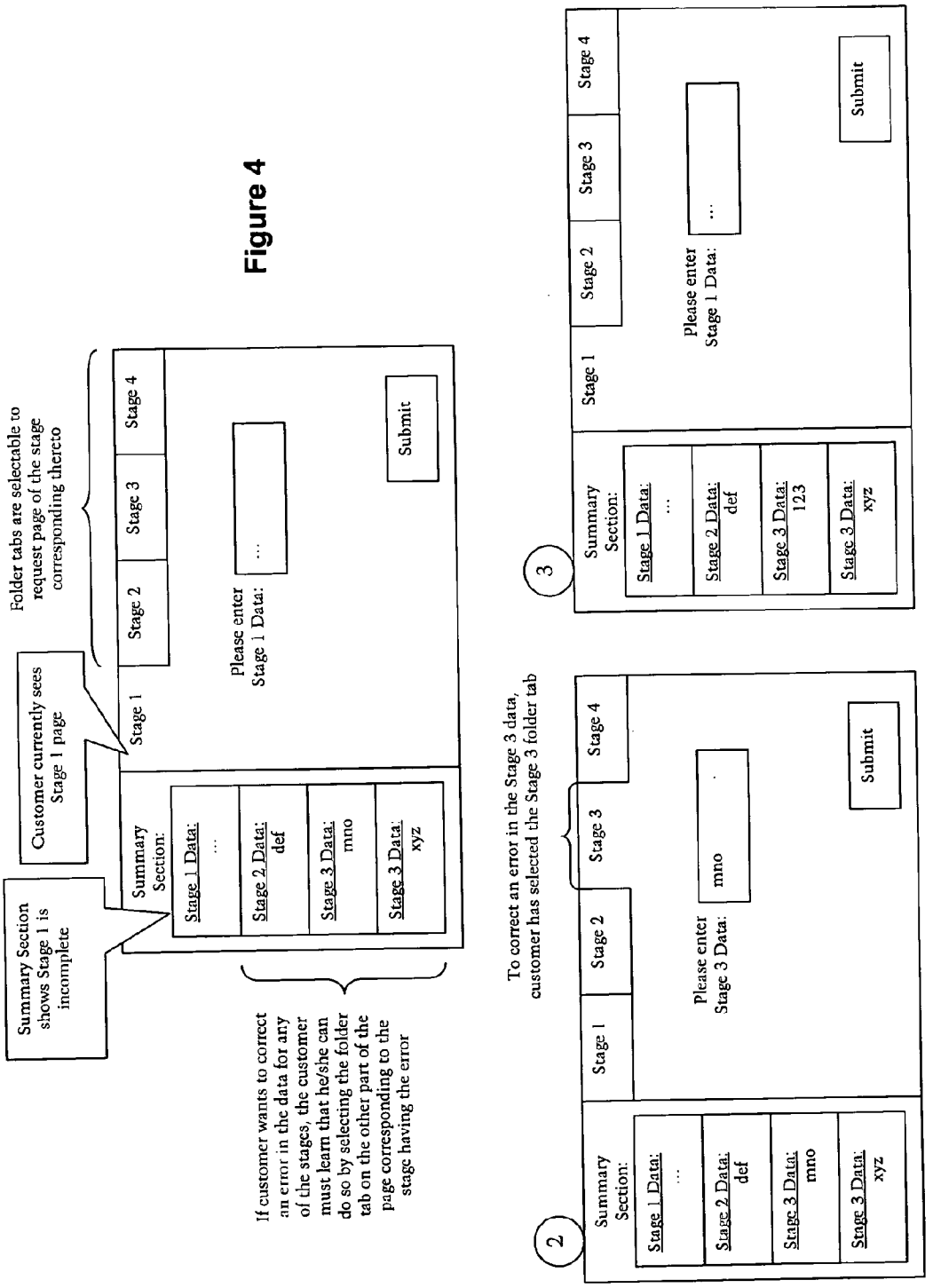

Summary Section shows Stage 1 is incomplete
Customer currently sees Stage 1 page
Folder tabs are selectable to request page of the stage corresponding thereto
Stage 1
Stage 2
Stage 3
Stage 4
Summary Section:
Stage 1 Data: ...
Stage 2 Data: def
Stage 3 Data: mno
Stage 3 Data: xyz
Please enter Stage 1 Data: ...
Submit
If customer wants to correct an error in the data for any of the stages, the customer must learn that he/she can do so by selecting the folder tab on the other part of the page corresponding to the stage having the error
2
To correct an error in the Stage 3 data, customer has selected the Stage 3 folder tab
Please enter Stage 3 Data: mno
3
Please enter Stage 1 Data: ...
Stage 2 Data: def
Stage 3 Data: 123

Figure 4

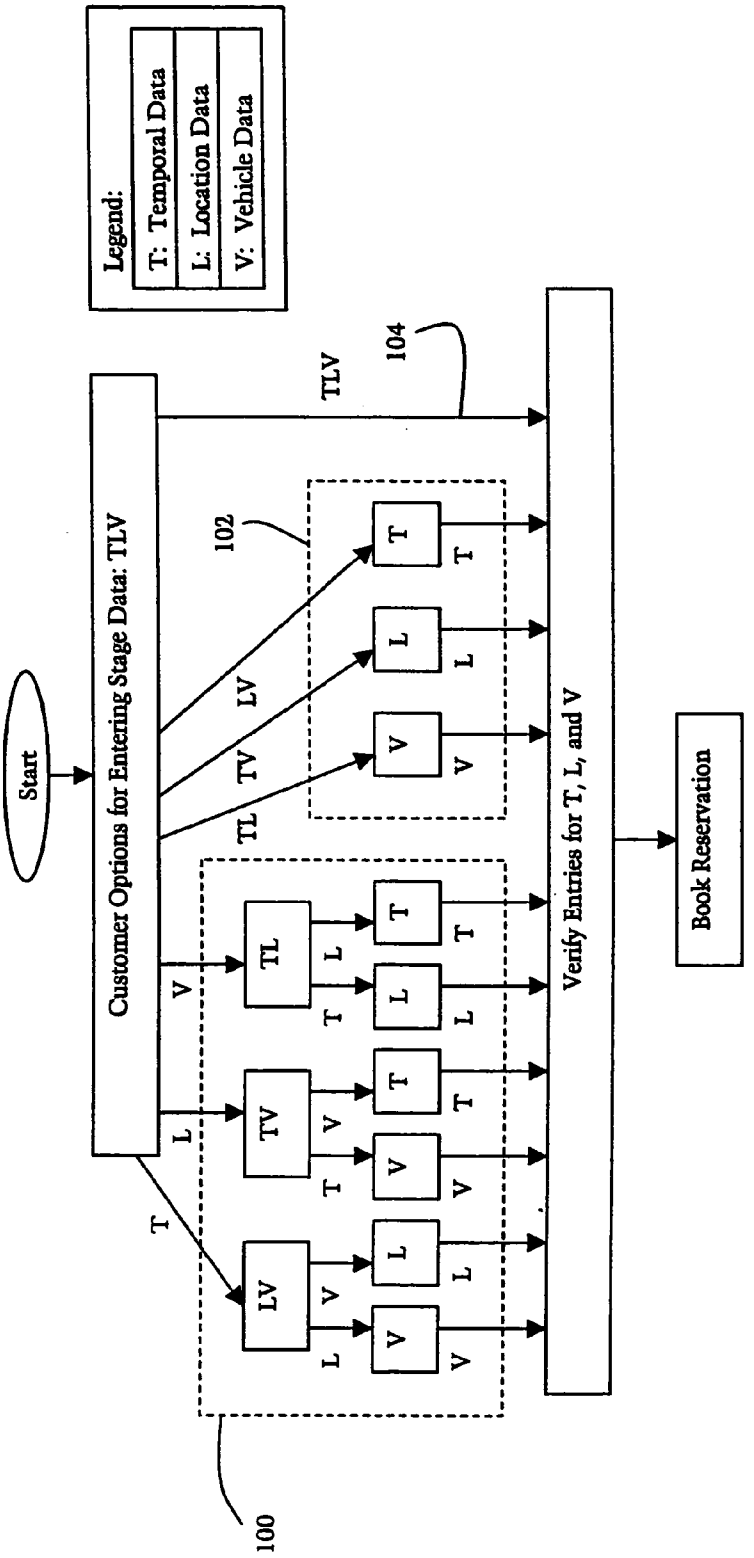

Legend:
T: Temporal Data
L: Location Data
V: Vehicle Data
Start
Customer Options for Entering Stage Data: TLV
TLV
104
102
LV
TV
TL
T
L
V
TL
TV
LV
Verify Entries for T, L, and V
Book Reservation
100

Figure 5

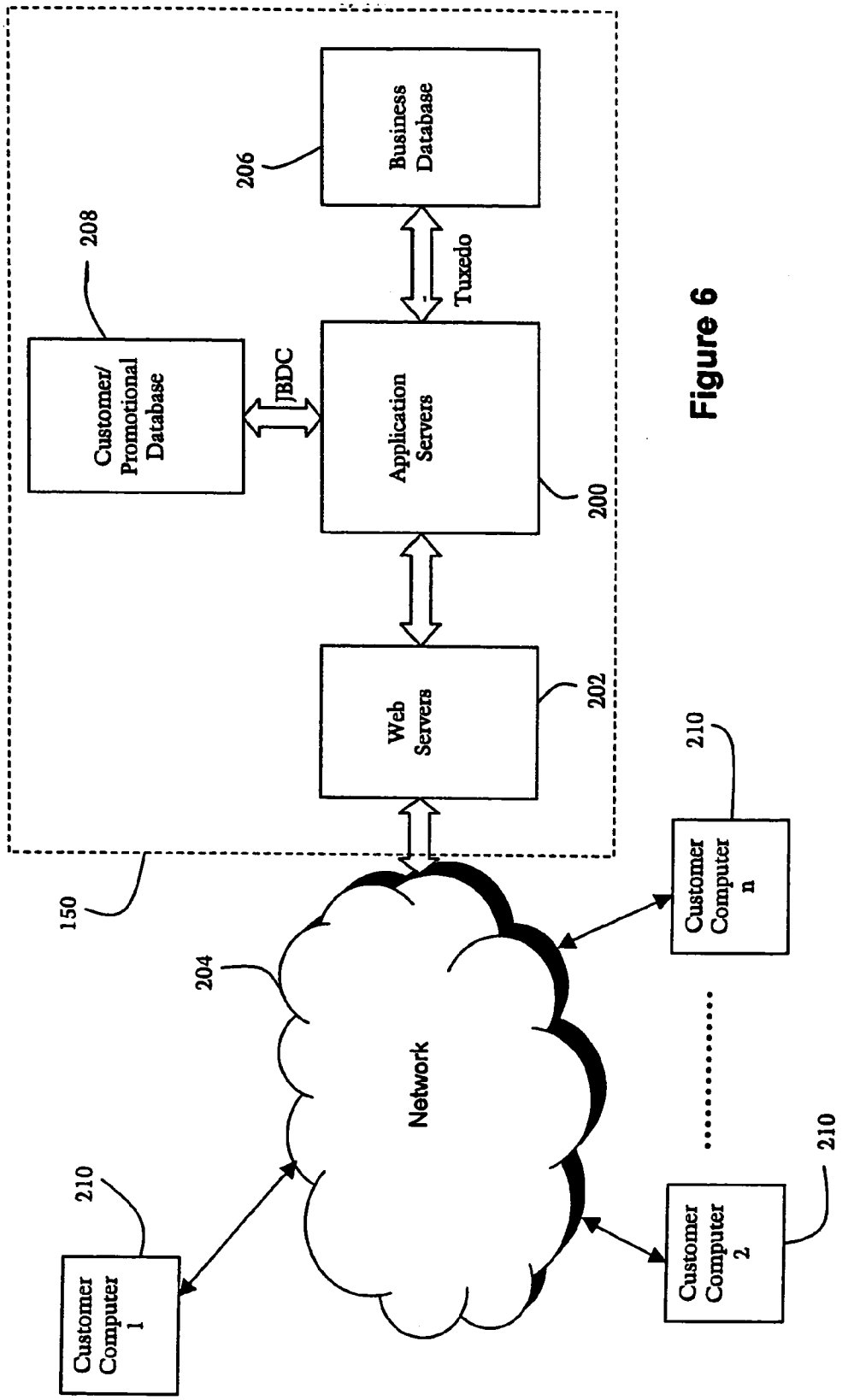

Business Database
206
208
Tuxedo
Customer/ Promotional Database
JBDC
Application Servers
200
Web Servers
202
150
210
Customer Computer n
204
Network
210
Customer Computer 2
210
Customer Computer 1

Figure 6

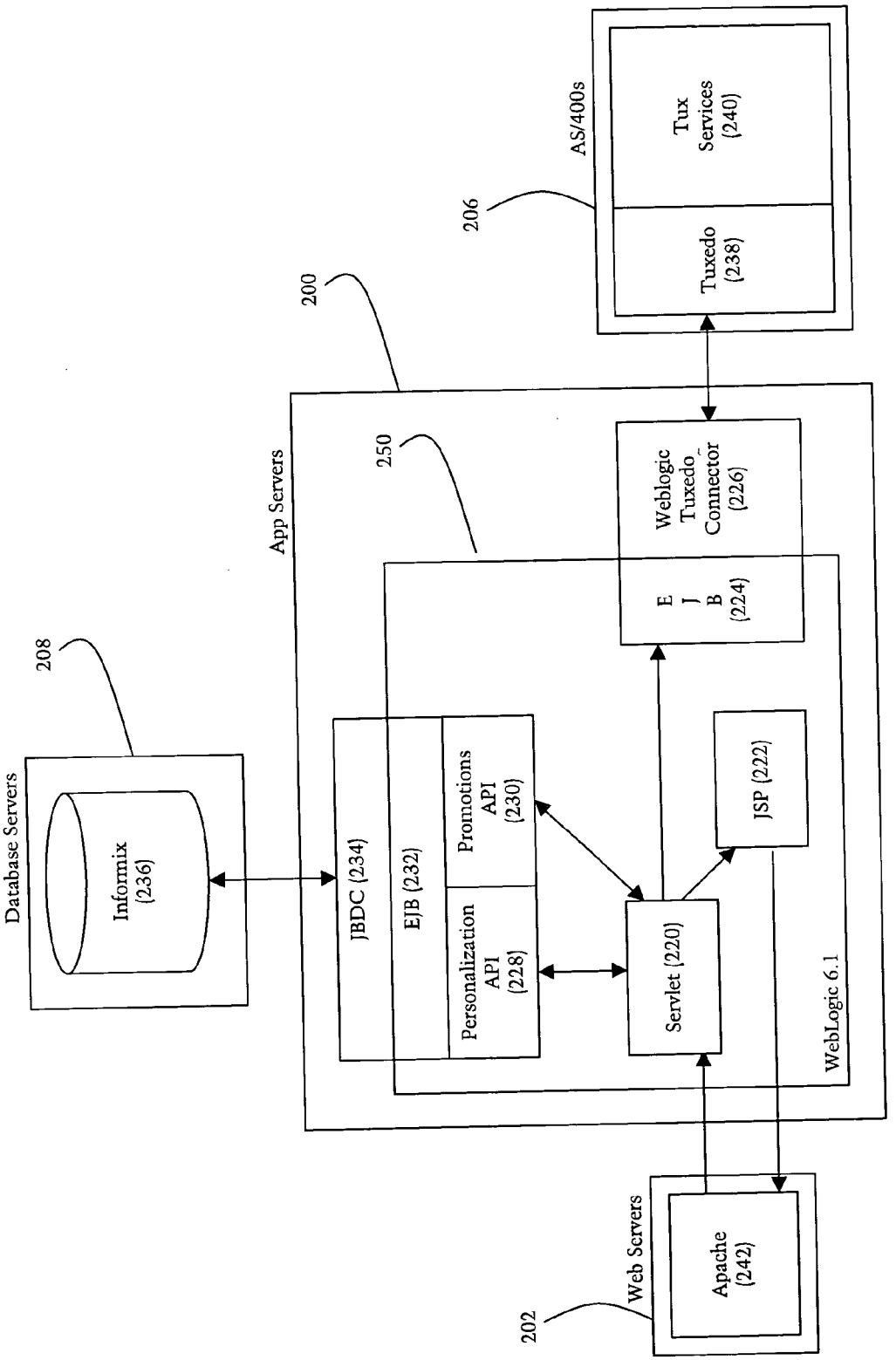

AS/400s
Tux Services (240)
Tuxedo (238)
206
200
App Servers
250
Weblogic Tuxedo Connector (226)
E J B (224)
208
Database Servers
Informix (236)
JBDC (234)
EJB (232)
Promotions API (230)
Personalization API (228)
Servlet (220)
JSP (222)
WebLogic 6.1
Web Servers
Apache (242)
202

Figure 7

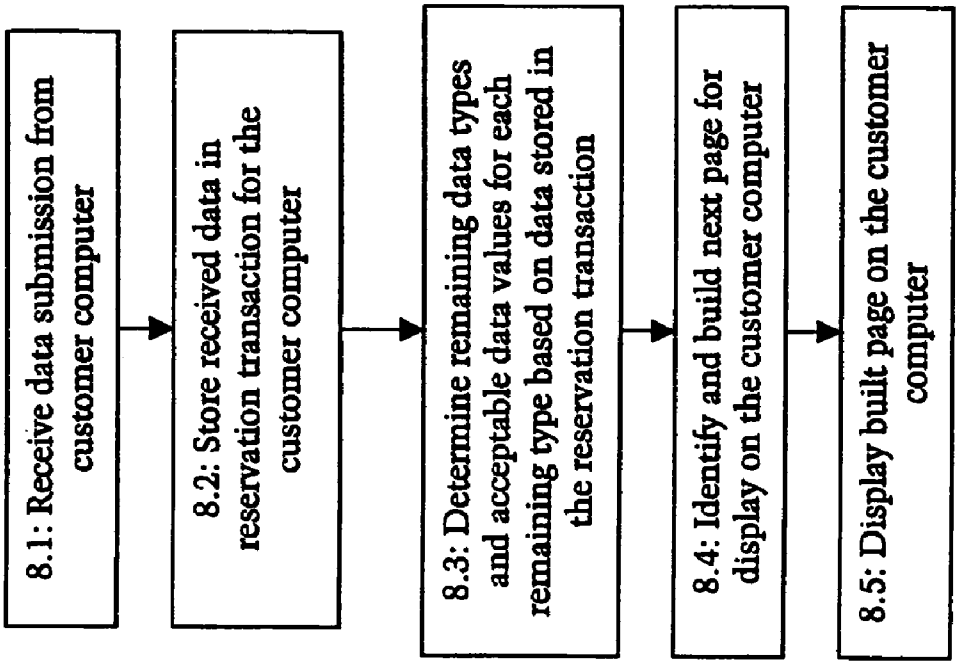

8.1: Receive data submission from customer computer
8.2: Store received data in reservation transaction for the customer computer
8.3: Determine remaining data types and acceptable data values for each remaining type based on data stored in the reservation transaction
8.4: Identify and build next page for display on the customer computer
8.5: Display built page on the customer computer

Figure 8

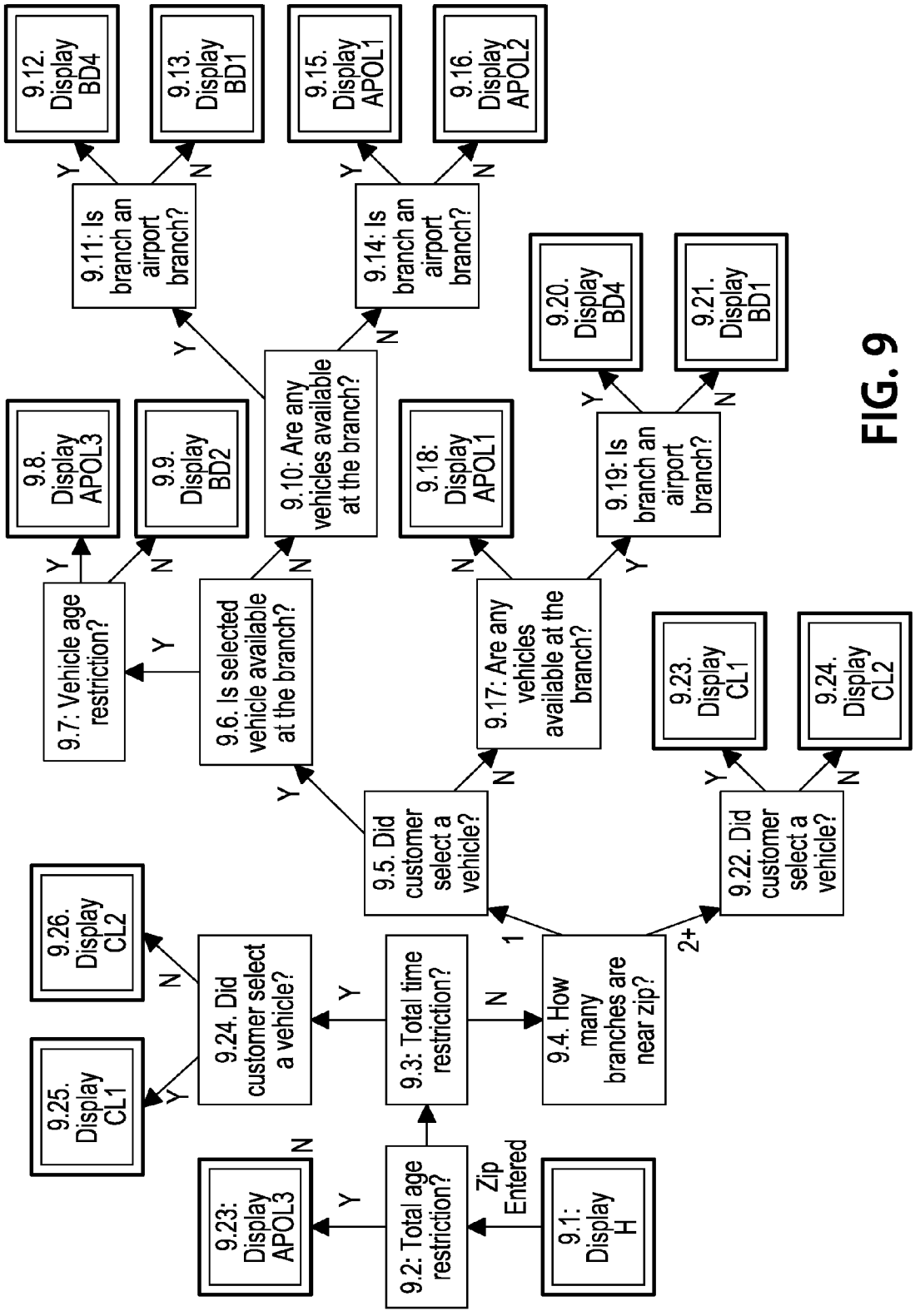

9.1: Display H
Zip Entered
9.2: Total age restriction?
9.23: Display APOL3
9.3: Total time restriction?
9.24. Did customer select a vehicle?
9.25. Display CL1
9.26. Display CL2
9.4. How many branches are near zip?
9.5. Did customer select a vehicle?
9.6. Is selected vehicle available at the branch?
9.7: Vehicle age restriction?
9.8. Display APOL3
9.9. Display BD2
9.10: Are any vehicles available at the branch?
9.11: Is branch an airport branch?
9.12. Display BD4
9.13. Display BD1
9.14: Is branch an airport branch?
9.15. Display APOL1
9.16. Display APOL2
9.17: Are any vehicles available at the branch?
9.18: Display APOL1
9.19: Is branch an airport branch?
9.20. Display BD4
9.21. Display BD1
9.22. Did customer select a vehicle?
9.23. Display CL1
9.24. Display CL2
Y
N
1
2+

FIG. 9

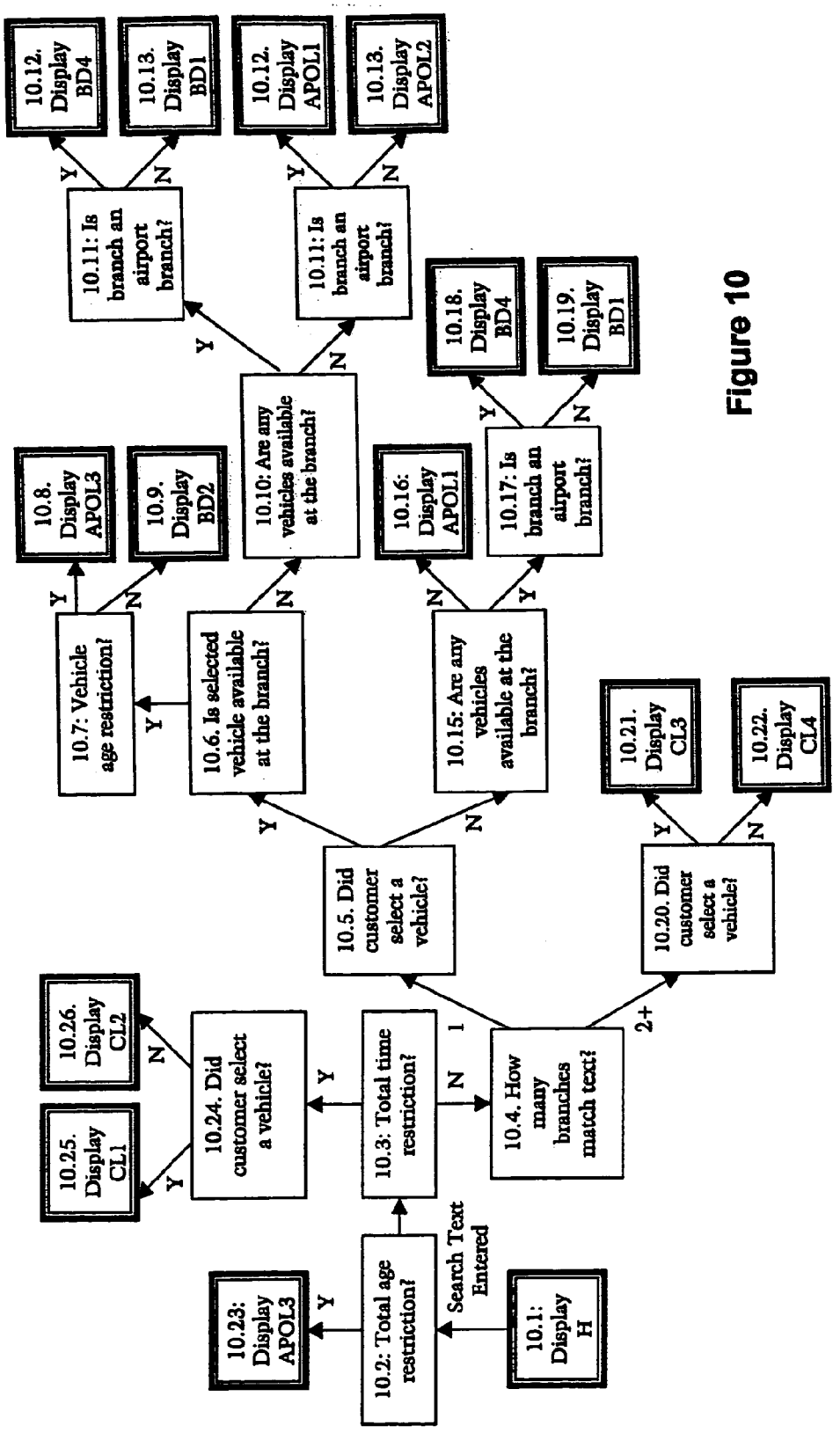

10.1: Display H
Search Text Entered
10.2: Total age restriction?
10.23: Display APOL3
Y
10.3: Total time restriction?
N
1
10.4. How many branches match text?
2+
10.24. Did customer select a vehicle?
Y
10.25. Display CL1
N
10.26. Display CL2
10.5. Did customer select a vehicle?
Y
10.6. Is selected vehicle available at the branch?
Y
10.7: Vehicle age restriction?
Y
10.8. Display APOL3
N
10.9. Display BD2
N
10.10: Are any vehicles available at the branch?
Y
10.11: Is branch an airport branch?
Y
10.12. Display BD4
N
10.13. Display BD1
N
10.11: Is branch an airport branch?
Y
10.12. Display APOL1
N
10.13. Display APOL2
N
10.15: Are any vehicles available at the branch?
N
10.16: Display APOL1
Y
10.17: Is branch an airport branch?
Y
10.18. Display BD4
N
10.19. Display BD1
10.20. Did customer select a vehicle?
Y
10.21. Display CL3
N
10.22. Display CL4

Figure 10

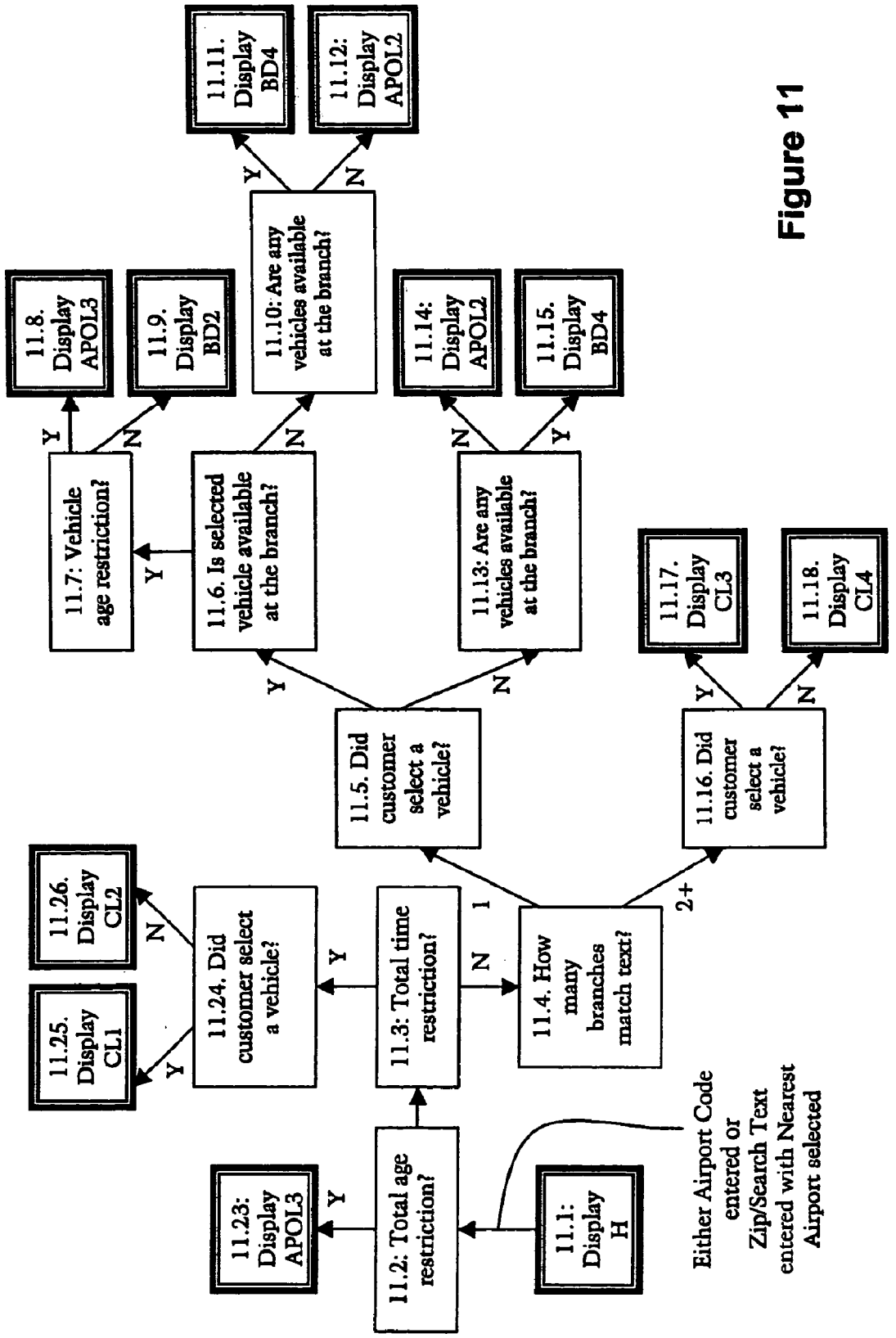

Either Airport Code entered or Zip/Search Text entered with Nearest Airport selected
11.1: Display H
11.2: Total age restriction?
11.23: Display APOL3
11.3: Total time restriction?
11.24. Did customer select a vehicle?
11.25. Display CL1
11.26. Display CL2
11.4. How many branches match text?
11.5. Did customer select a vehicle?
11.6. Is selected vehicle available at the branch?
11.7: Vehicle age restriction?
11.8. Display APOL3
11.9. Display BD2
11.10: Are any vehicles available at the branch?
11.11. Display BD4
11.12: Display APOL2
11.13: Are any vehicles available at the branch?
11.14: Display APOL2
11.15. Display BD4
11.16. Did customer select a vehicle?
11.17. Display CL3
11.18. Display CL4
Y
N
1
2+

Figure 11

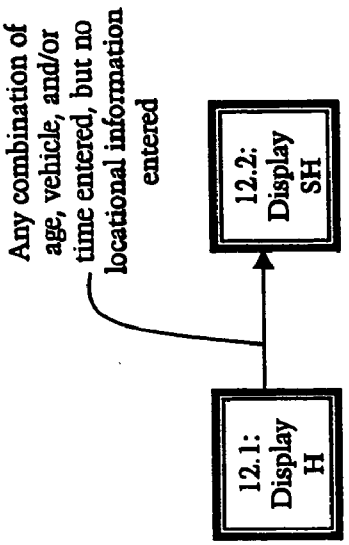


Figure 12

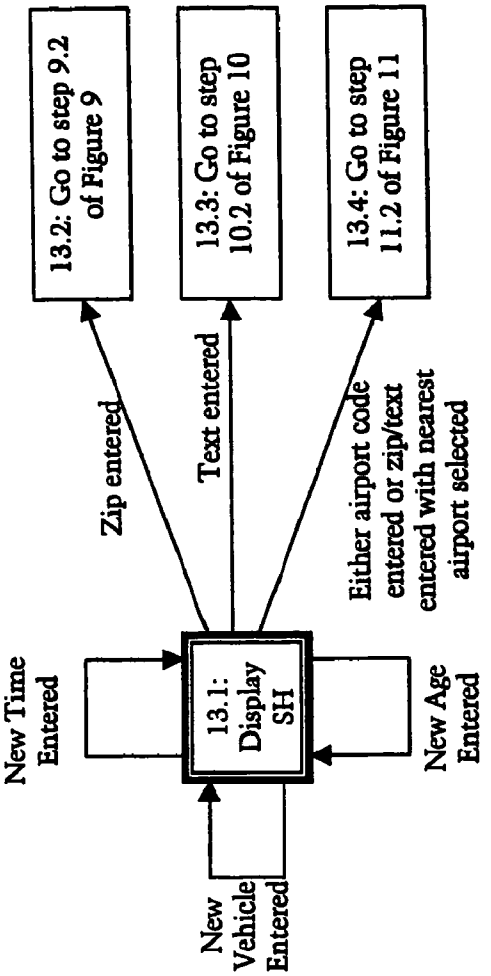


Figure 13

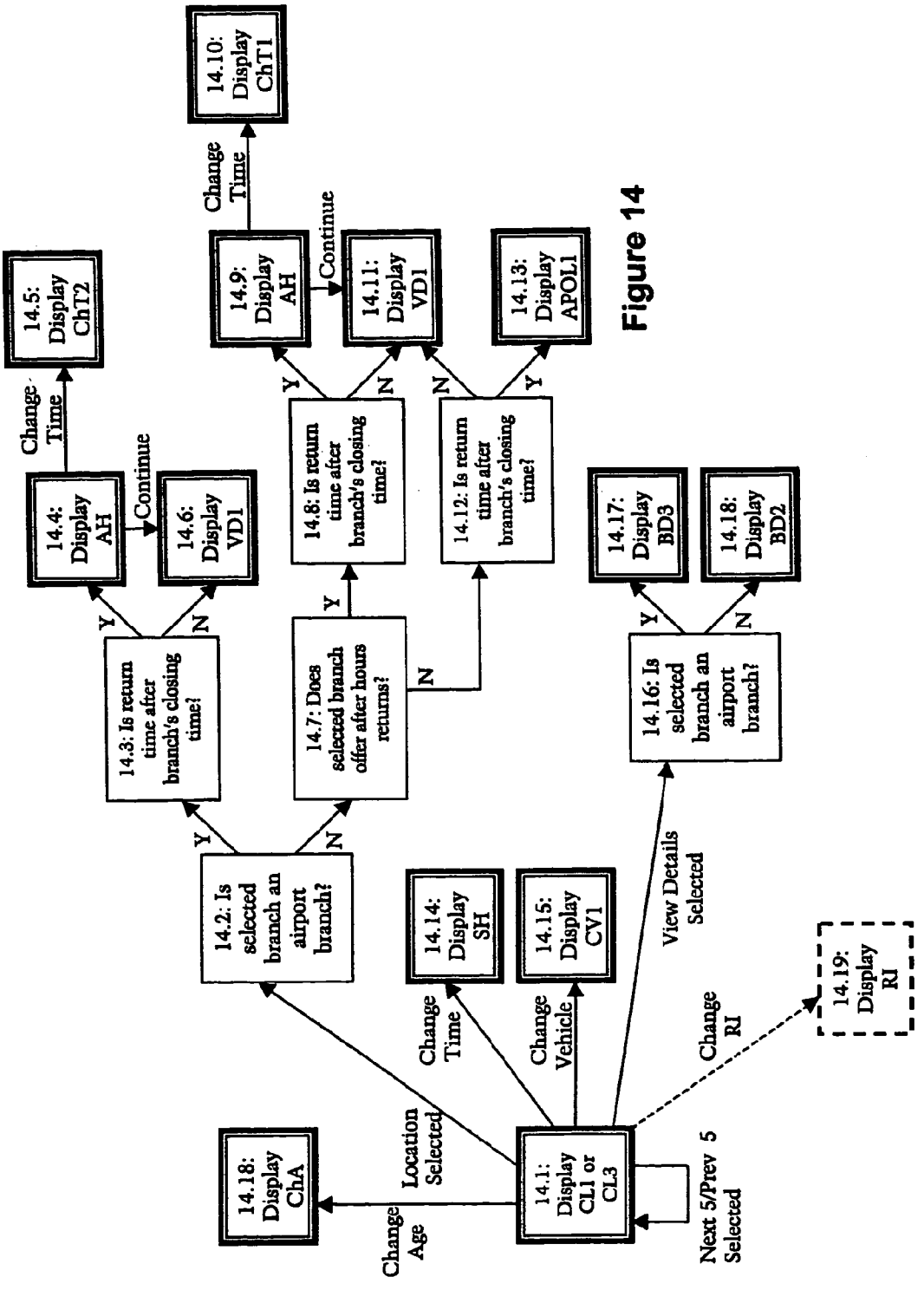

14.1: Display CL1 or CL3
14.2: Is selected branch an airport branch?
14.3: Is return time after branch's closing time?
14.4: Display AH
14.5: Display ChT2
14.6: Display VD1
14.7: Does selected branch offer after hours returns?
14.8: Is return time after branch's closing time?
14.9: Display AH
14.10: Display ChT1
14.11: Display VD1
14.12: Is return time after branch's closing time?
14.13: Display APOL1
14.14: Display SH
14.15: Display CV1
14.16: Is selected branch an airport branch?
14.17: Display BD3
14.18: Display BD2
14.18: Display ChA
14.19: Display RI
Location Selected
Change Age
Change Time
Change Vehicle
Change RI
View Details Selected
Next 5/Prev 5 Selected
Change Time
Continue
Change Time
Continue
Y
N

Figure 14

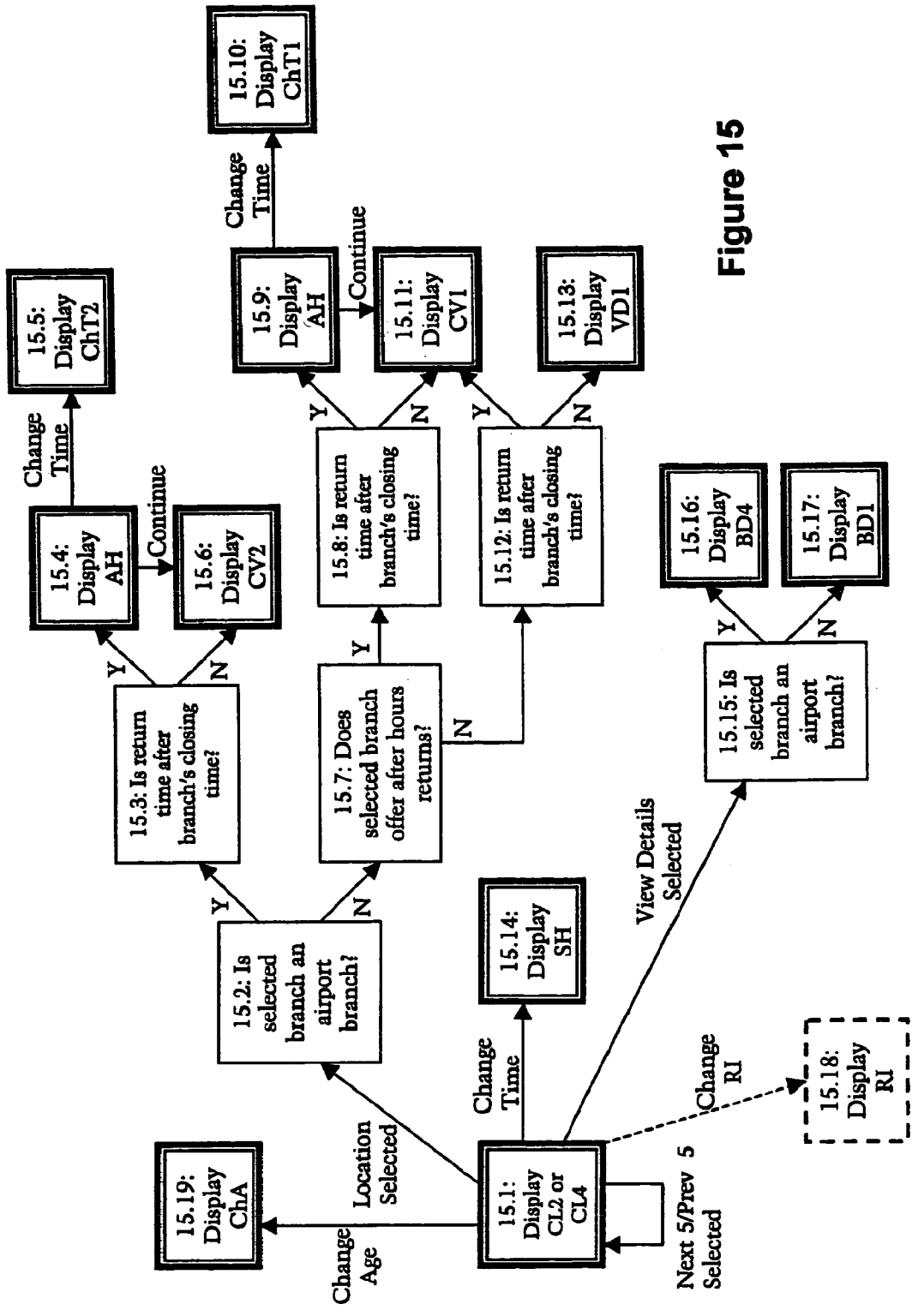

15.1: Display CL2 or CL4
15.2: Is selected branch an airport branch?
15.3: Is return time after branch's closing time?
15.4: Display AH
15.5: Display ChT2
15.6: Display CV2
15.7: Does selected branch offer after hours returns?
15.8: Is return time after branch's closing time?
15.9: Display AH
15.10: Display ChT1
15.11: Display CV1
15.12: Is return time after branch's closing time?
15.13: Display VD1
15.14: Display SH
15.15: Is selected branch an airport branch?
15.16: Display BD4
15.17: Display BD1
15.18: Display RI
15.19: Display ChA
Change Age
Location Selected
Change Time
Change Time
Continue
Change Time
Continue
Change RI
View Details Selected
Next 5/Prev 5 Selected
Y
N

Figure 15

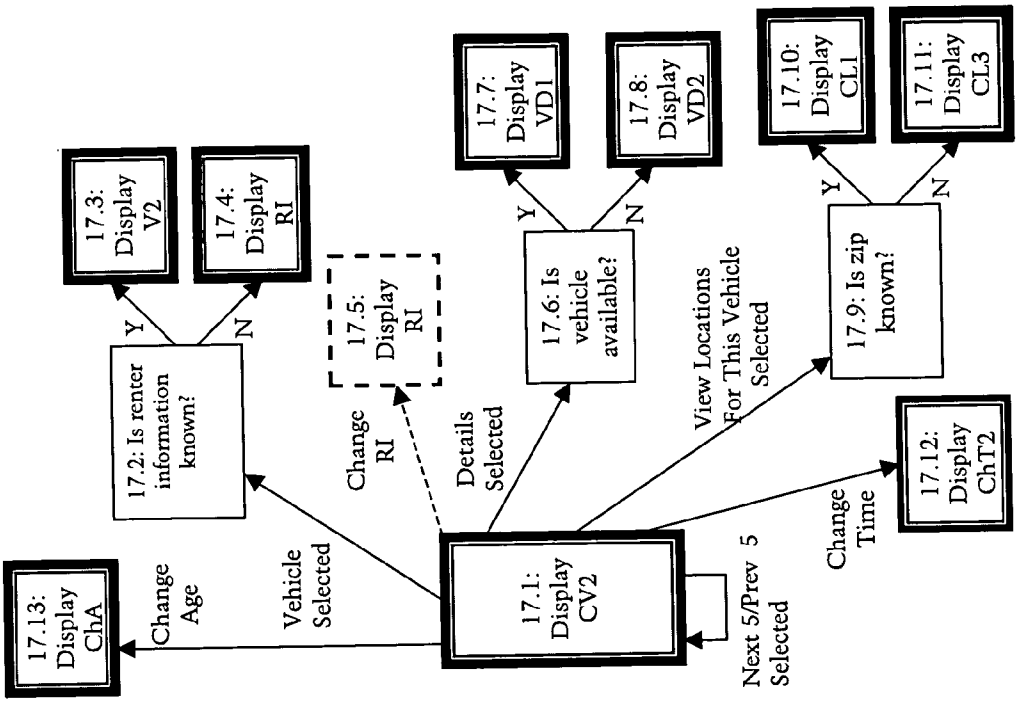


Figure 17

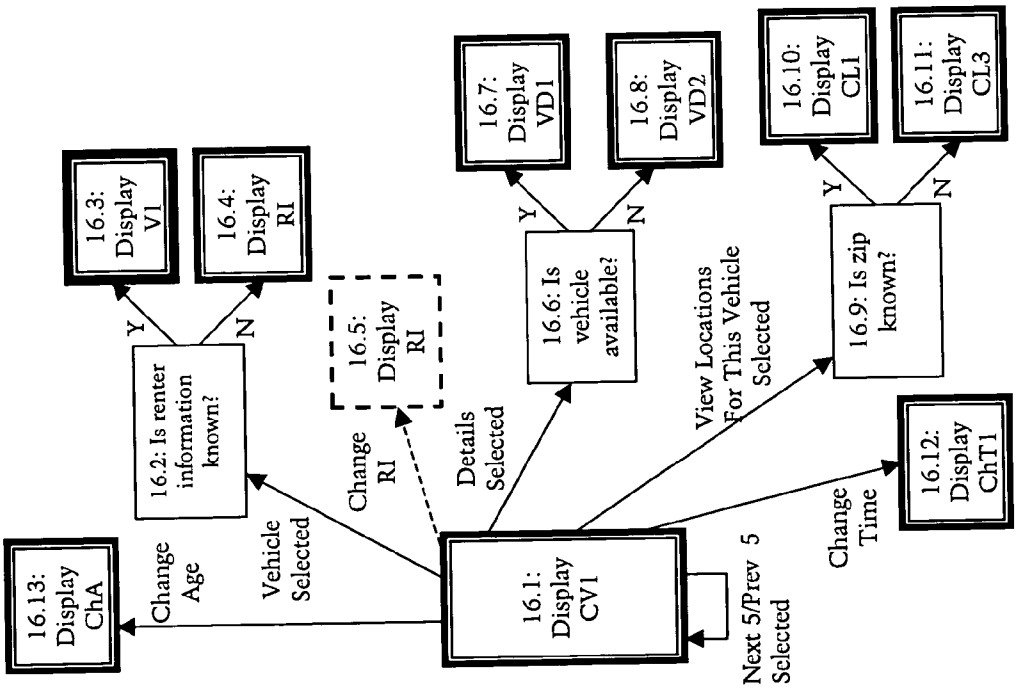


Figure 16

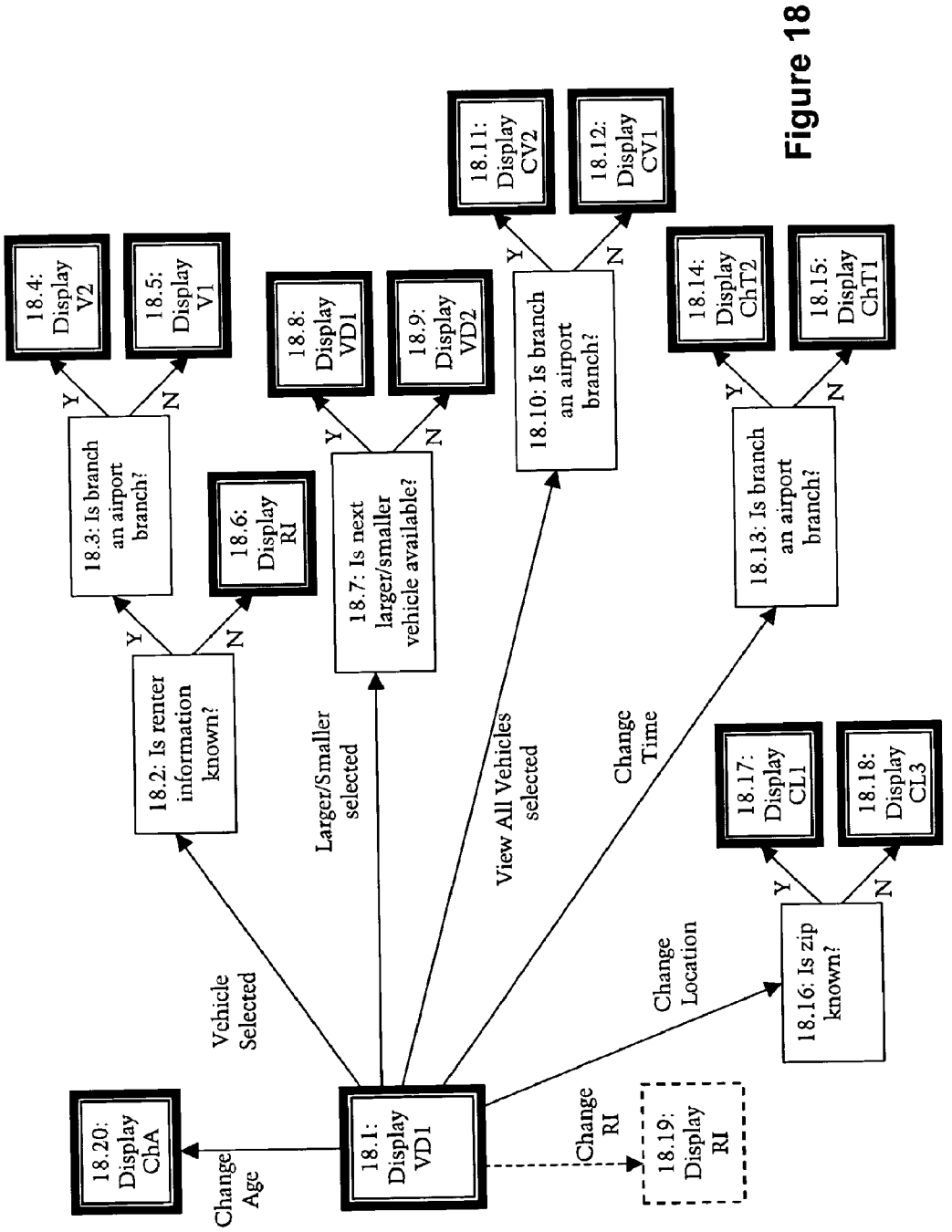

18.1: Display VD1
18.2: Is renter information known?
18.3: Is branch an airport branch?
18.4: Display V2
18.5: Display V1
18.6: Display RI
18.7: Is next larger/smaller vehicle available?
18.8: Display VD1
18.9: Display VD2
18.10: Is branch an airport branch?
18.11: Display CV2
18.12: Display CV1
18.13: Is branch an airport branch?
18.14: Display ChT2
18.15: Display ChT1
18.16: Is zip known?
18.17: Display CL1
18.18: Display CL3
18.19: Display RI
18.20: Display ChA
Vehicle Selected
Larger/Smaller selected
View All Vehicles selected
Change Time
Change Location
Change RI
Change Age
Y
N

Figure 18

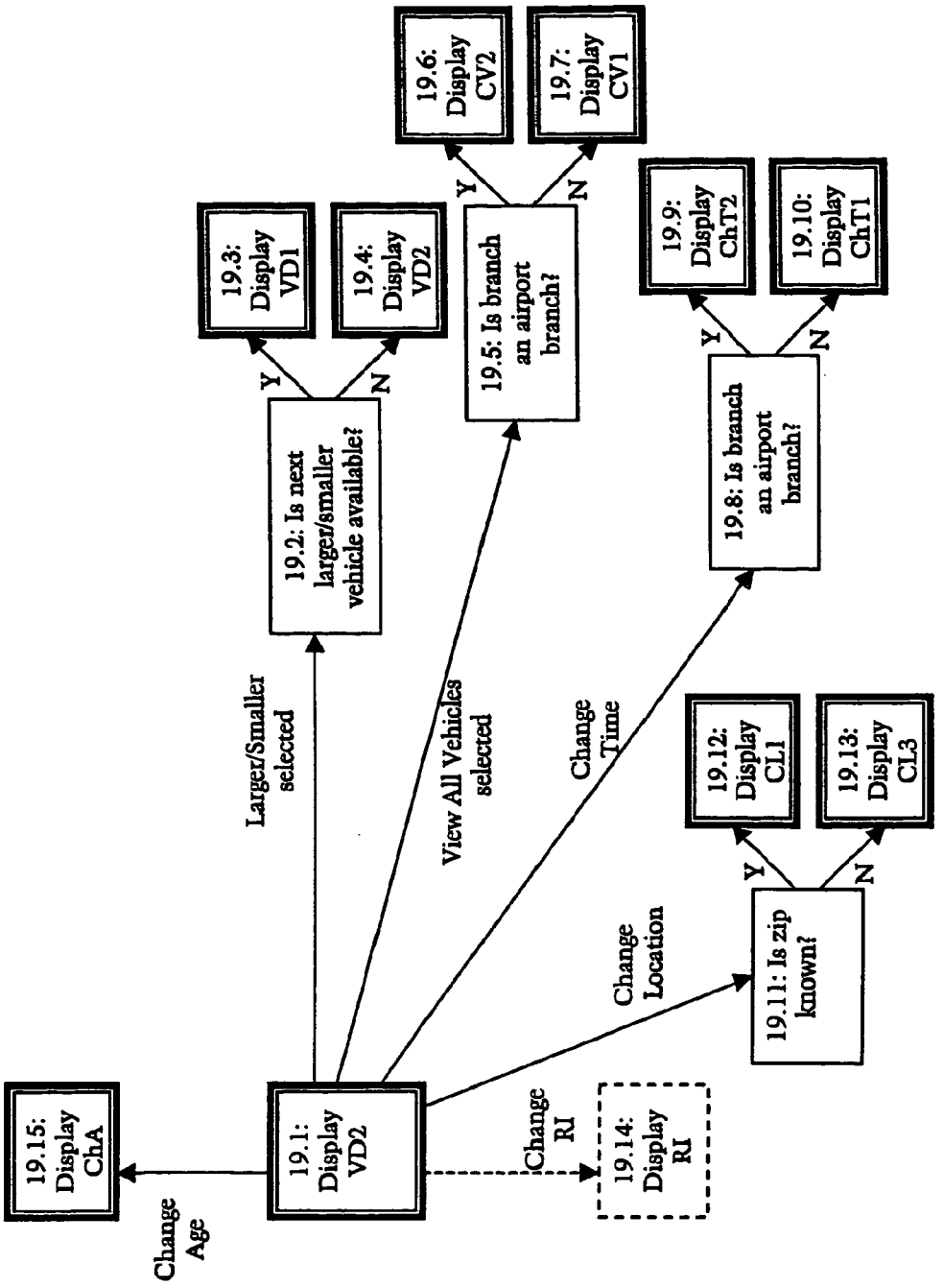

19.1: Display VD2
19.15: Display ChA
Change Age
Change RI
19.14: Display RI
Change Location
19.11: Is zip known?
Y
N
19.12: Display CL1
19.13: Display CL3
Change Time
19.8: Is branch an airport branch?
Y
N
19.9: Display ChT2
19.10: Display ChT1
View All Vehicles selected
19.5: Is branch an airport branch?
Y
N
19.6: Display CV2
19.7: Display CV1
Larger/Smaller selected
19.2: Is next larger/smaller vehicle available?
Y
N
19.3: Display VD1
19.4: Display VD2

Figure 19

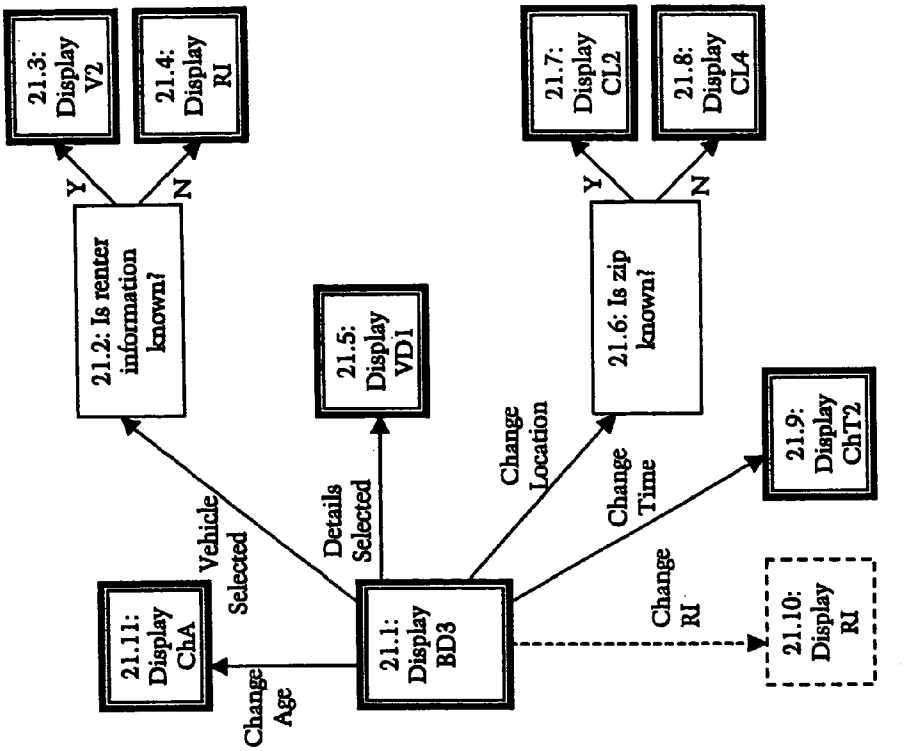


Figure 21

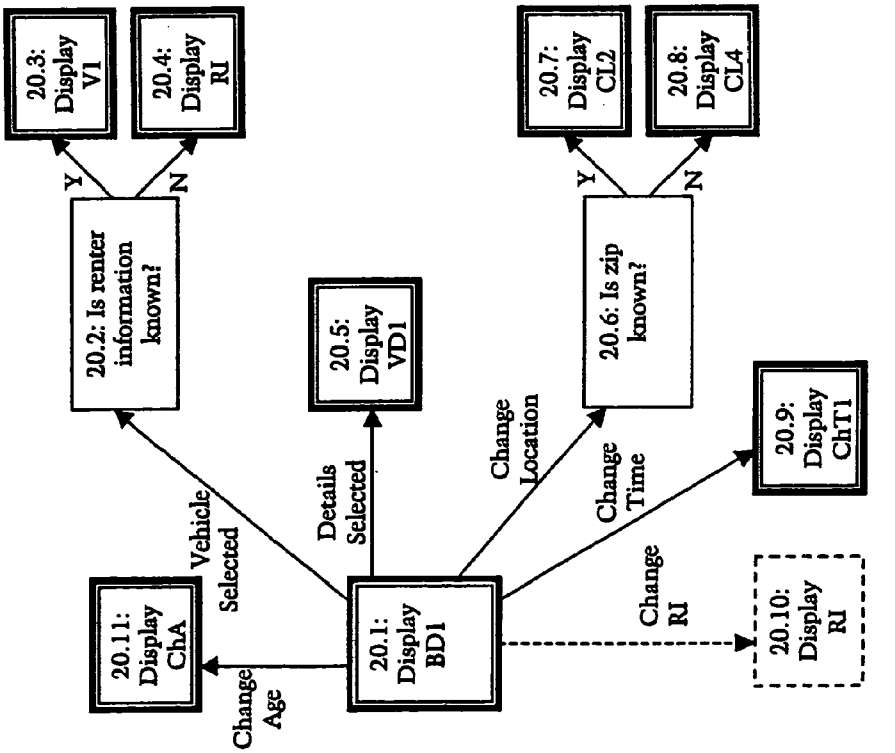


Figure 20

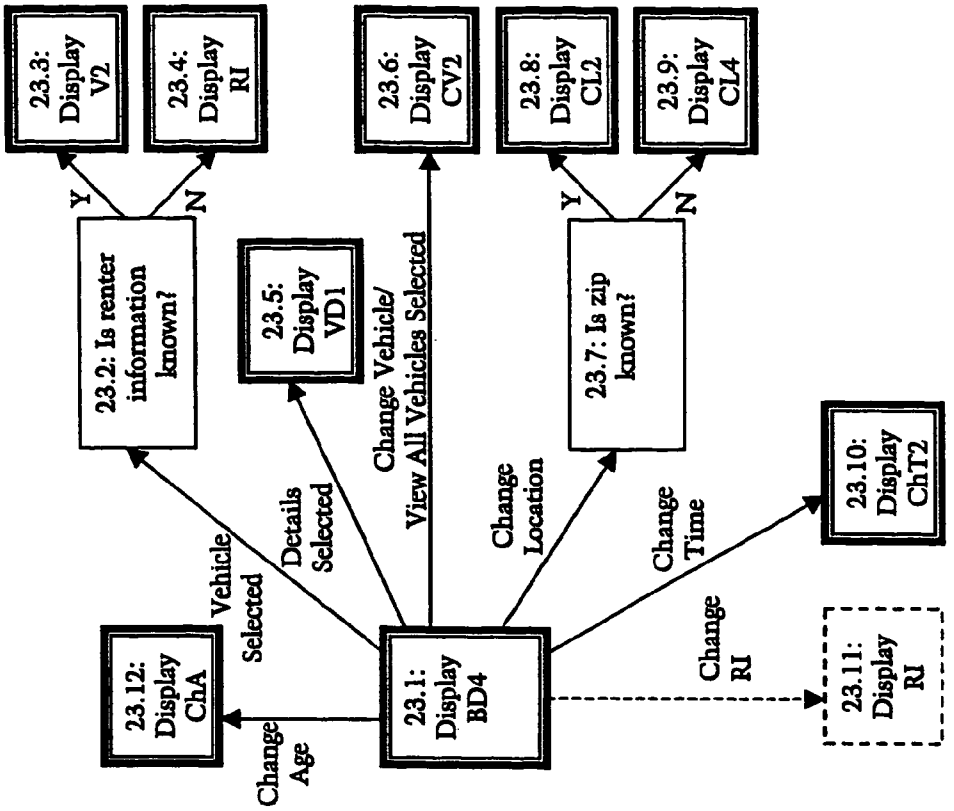


Figure 23

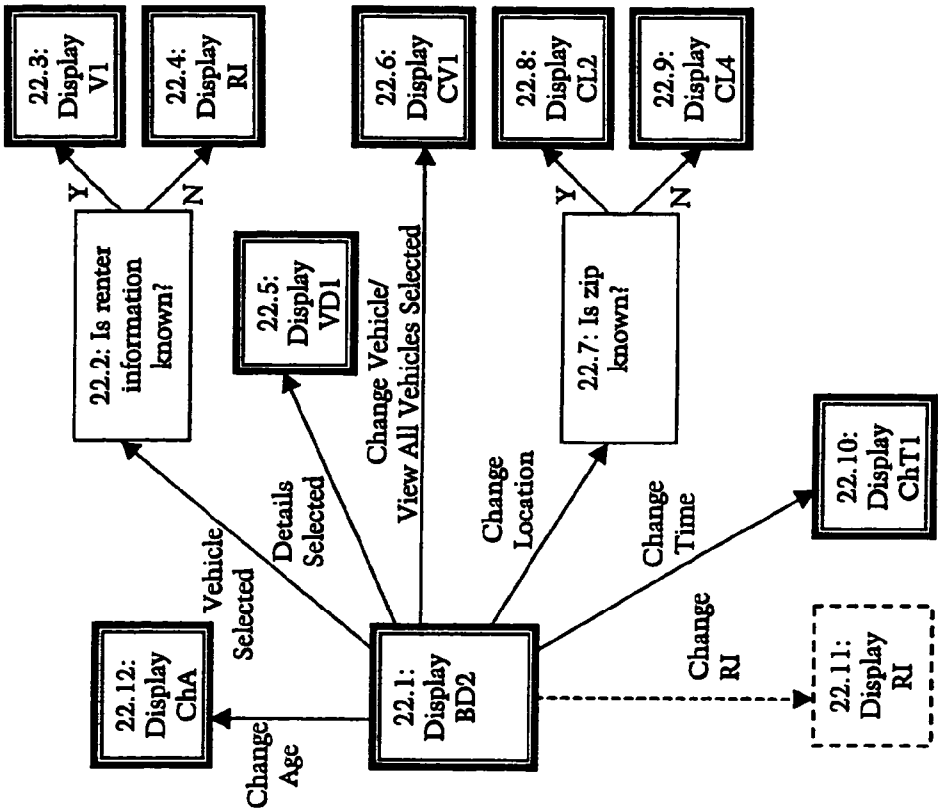


Figure 22

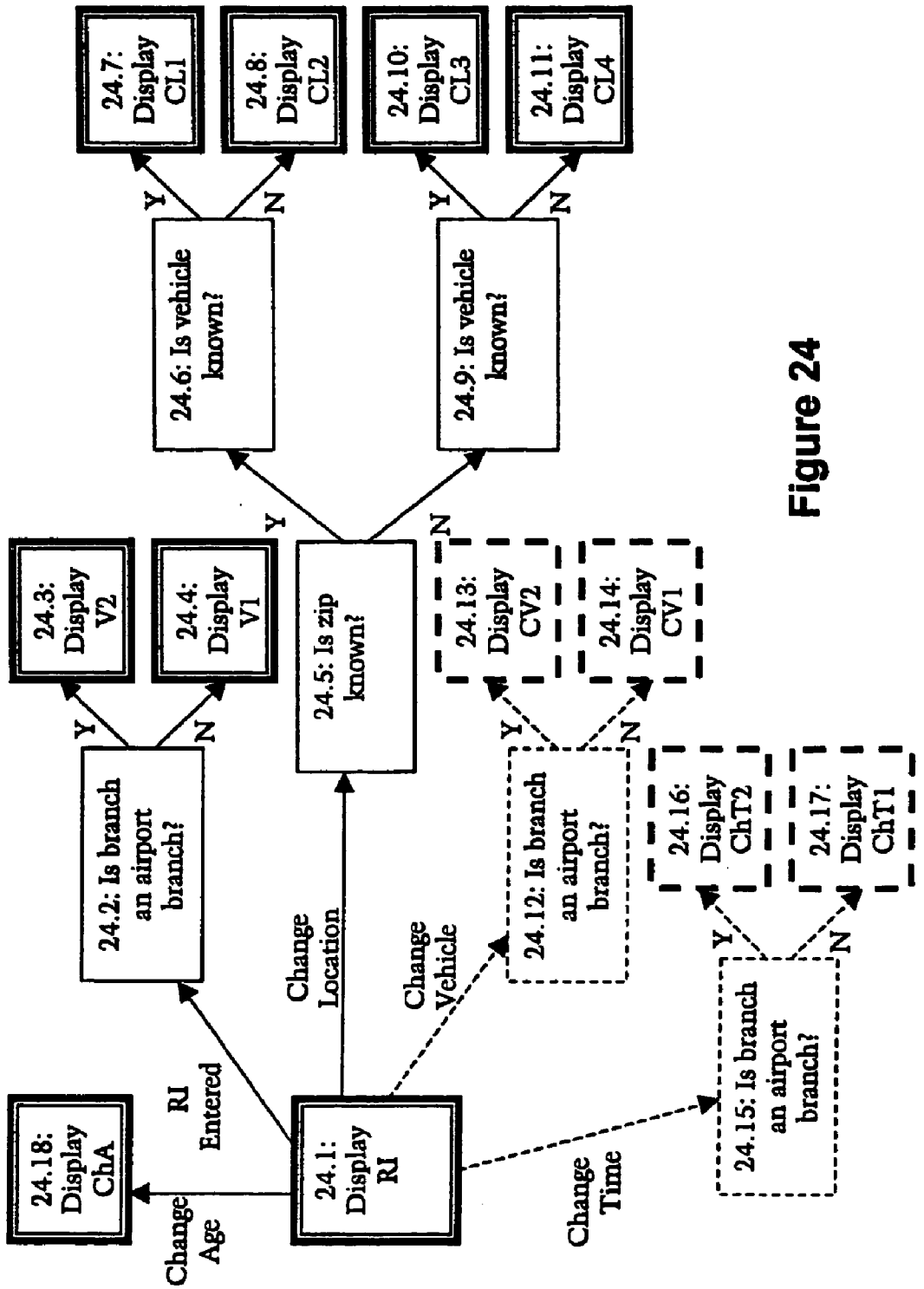

24.1: Display RI
RI Entered
Change Age
Change Location
Change Vehicle
Change Time
24.18: Display ChA
24.2: Is branch an airport branch?
24.3: Display V2
24.4: Display V1
24.5: Is zip known?
24.6: Is vehicle known?
24.7: Display CL1
24.8: Display CL2
24.9: Is vehicle known?
24.10: Display CL3
24.11: Display CL4
24.12: Is branch an airport branch?
24.13: Display CV2
24.14: Display CV1
24.15: Is branch an airport branch?
24.16: Display ChT2
24.17: Display ChT1
Y
N

Figure 24

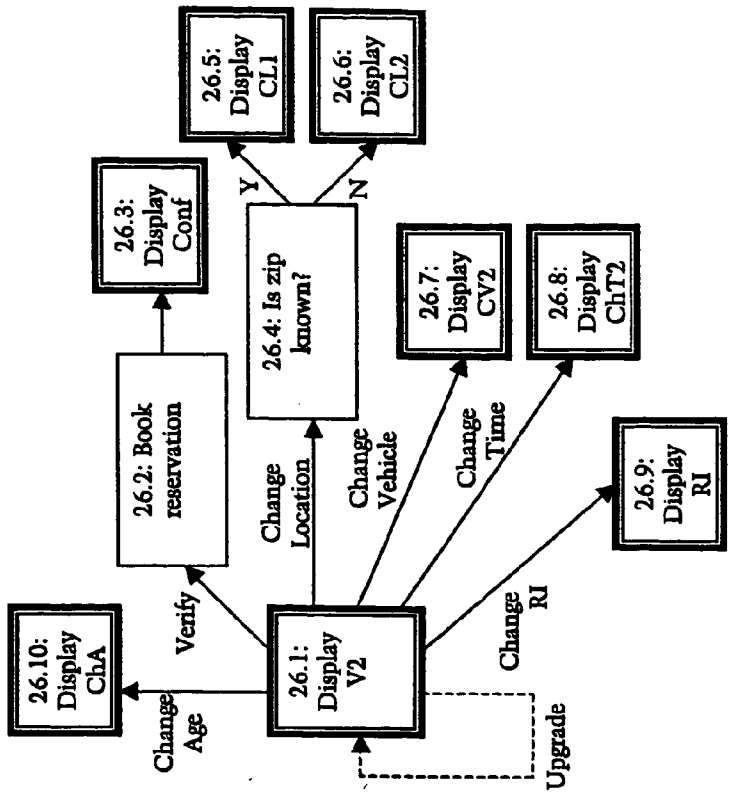


Figure 26

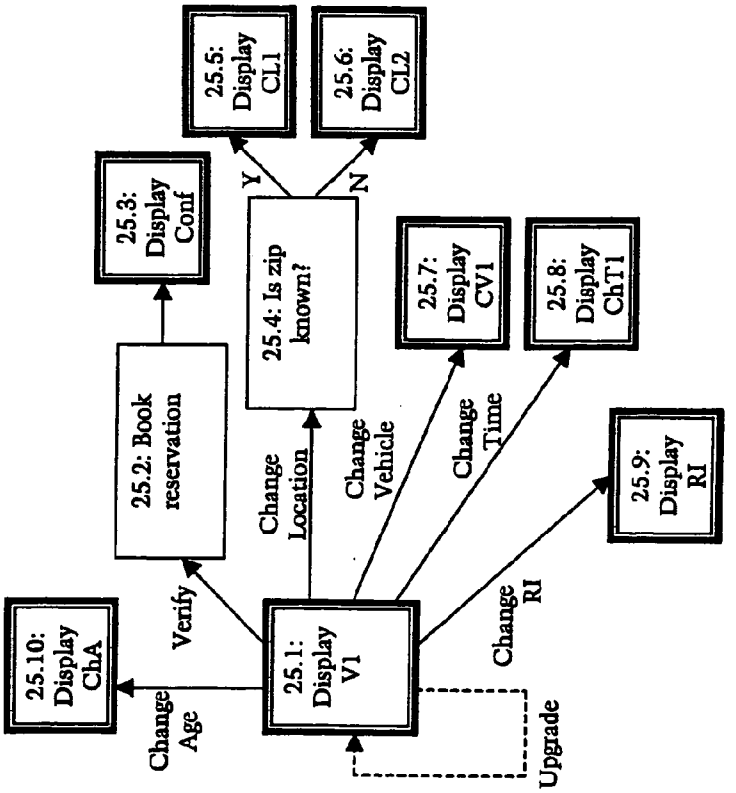


Figure 25

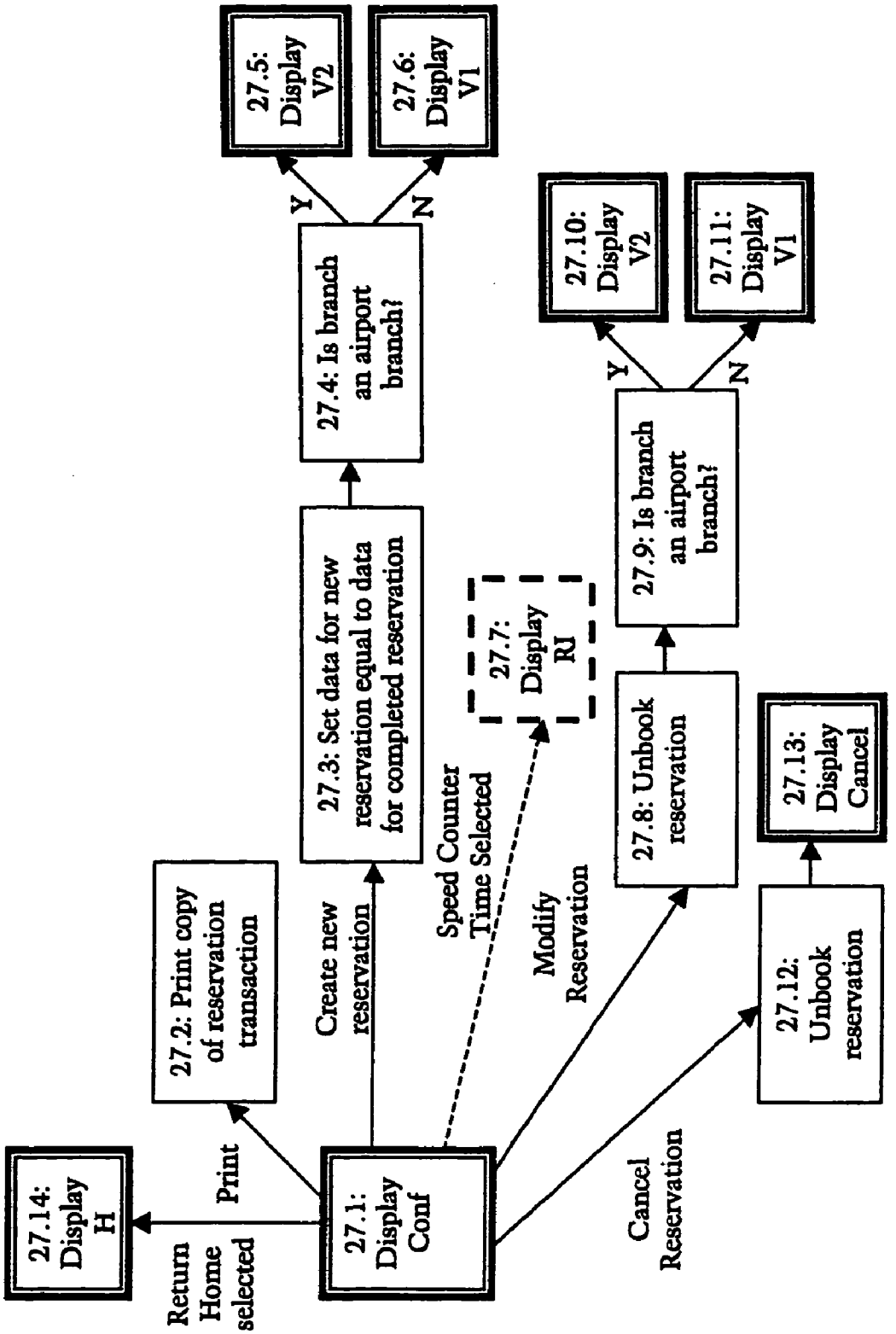

27.14: Display H
Return Home selected
27.1: Display Conf
Print
27.2: Print copy of reservation transaction
Create new reservation
27.3: Set data for new reservation equal to data for completed reservation
27.4: Is branch an airport branch?
Y
N
27.5: Display V2
27.6: Display V1
Speed Counter Time Selected
27.7: Display RI
Modify Reservation
27.8: Unbook reservation
27.9: Is branch an airport branch?
Y
N
27.10: Display V2
27.11: Display V1
Cancel Reservation
27.12: Unbook reservation
27.13: Display Cancel

Figure 27

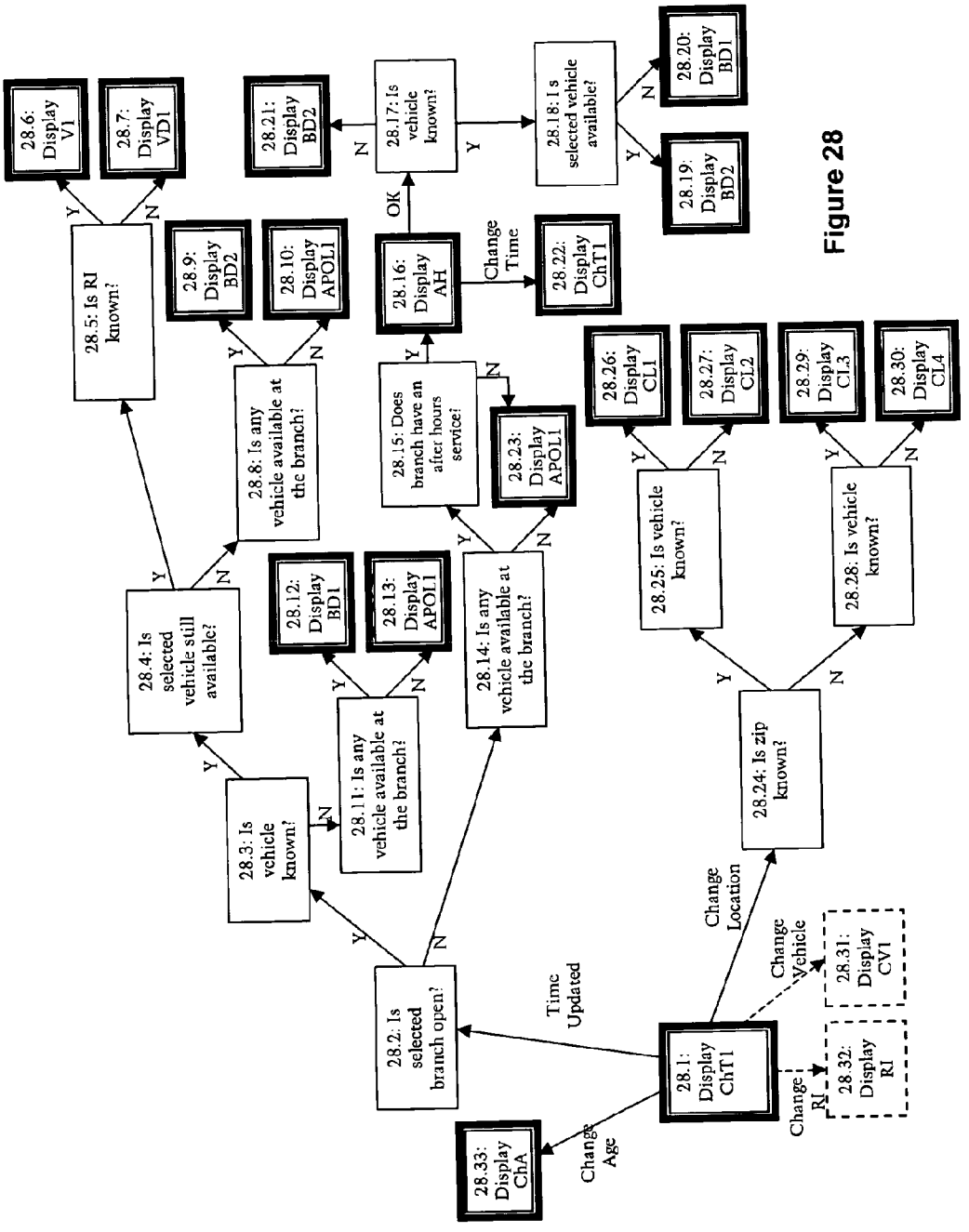

28.1: Display ChT1
28.2: Is selected branch open?
28.3: Is vehicle known?
28.4: Is selected vehicle still available?
28.5: Is RI known?
28.6: Display VI
28.7: Display VD1
28.8: Is any vehicle available at the branch?
28.9: Display BD2
28.10: Display APOL1
28.11: Is any vehicle available at the branch?
28.12: Display BD1
28.13: Display APOL1
28.14: Is any vehicle available at the branch?
28.15: Does branch have an after hours service?
28.16: Display AH
28.17: Is vehicle known?
28.18: Is selected vehicle available?
28.19: Display BD2
28.20: Display BD1
28.21: Display BD2
28.22: Display ChT1
28.23: Display APOL1
28.24: Is zip known?
28.25: Is vehicle known?
28.26: Display CL1
28.27: Display CL2
28.28: Is vehicle known?
28.29: Display CL3
28.30: Display CL4
28.31: Display CVI
28.32: Display RI
28.33: Display ChA
Time Updated
Change Location
Change Vehicle
Change RI
Change Age
Change Time
OK
Y
N

Figure 28

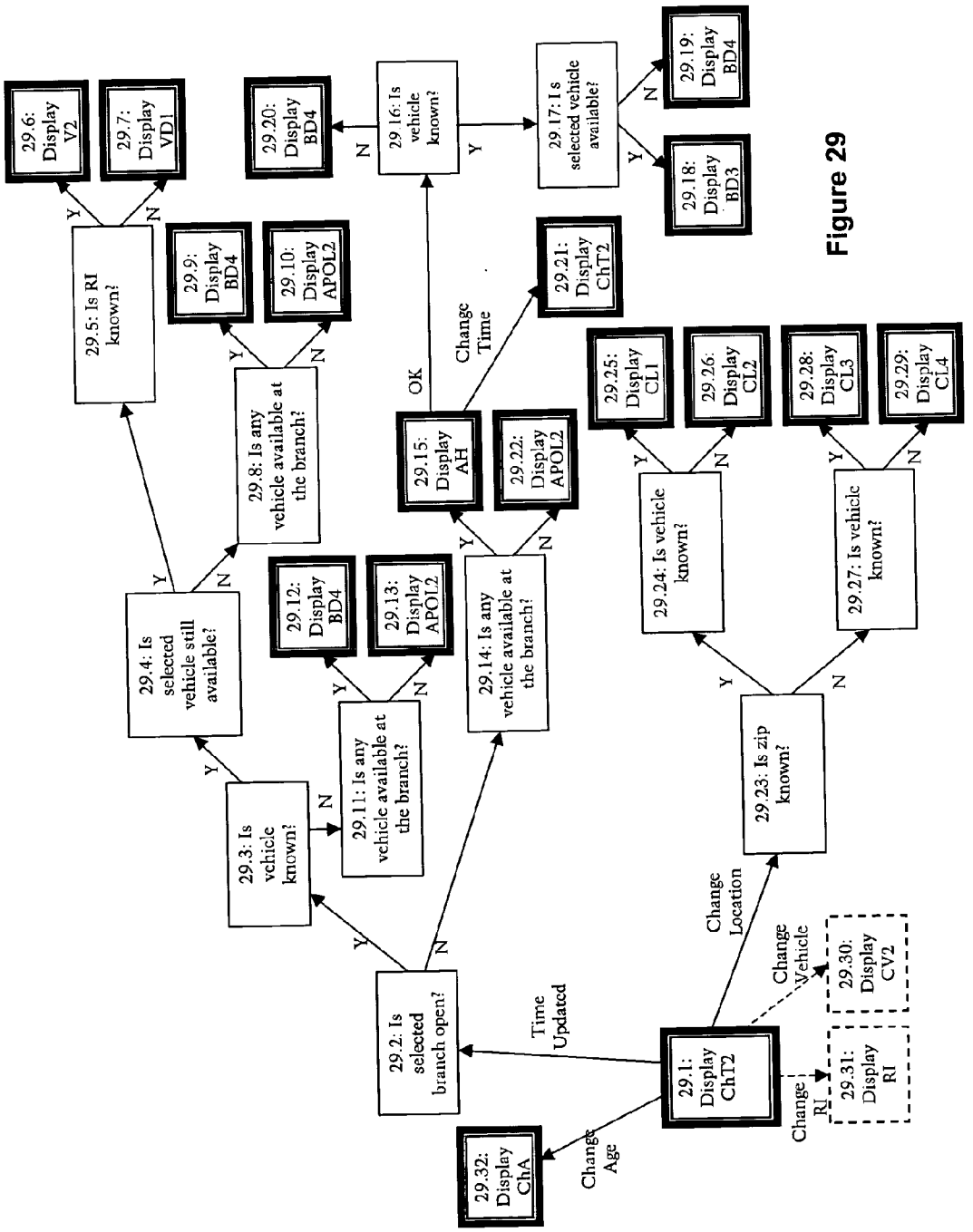

29.1: Display ChT2
29.2: Is selected branch open?
29.3: Is vehicle known?
29.4: Is selected vehicle still available?
29.5: Is RI known?
29.6: Display V2
29.7: Display VD1
29.8: Is any vehicle available at the branch?
29.9: Display BD4
29.10: Display APOL2
29.11: Is any vehicle available at the branch?
29.12: Display BD4
29.13: Display APOL2
29.14: Is any vehicle available at the branch?
29.15: Display AH
29.16: Is vehicle known?
29.17: Is selected vehicle available?
29.18: Display BD3
29.19: Display BD4
29.20: Display BD4
29.21: Display ChT2
29.22: Display APOL2
29.23: Is zip known?
29.24: Is vehicle known?
29.25: Display CL1
29.26: Display CL2
29.27: Is vehicle known?
29.28: Display CL3
29.29: Display CL4
29.30: Display CV2
29.31: Display RI
29.32: Display ChA
Time Updated
Change Location
Change Vehicle
Change RI
Change Age
OK
Change Time
Y
N

Figure 29

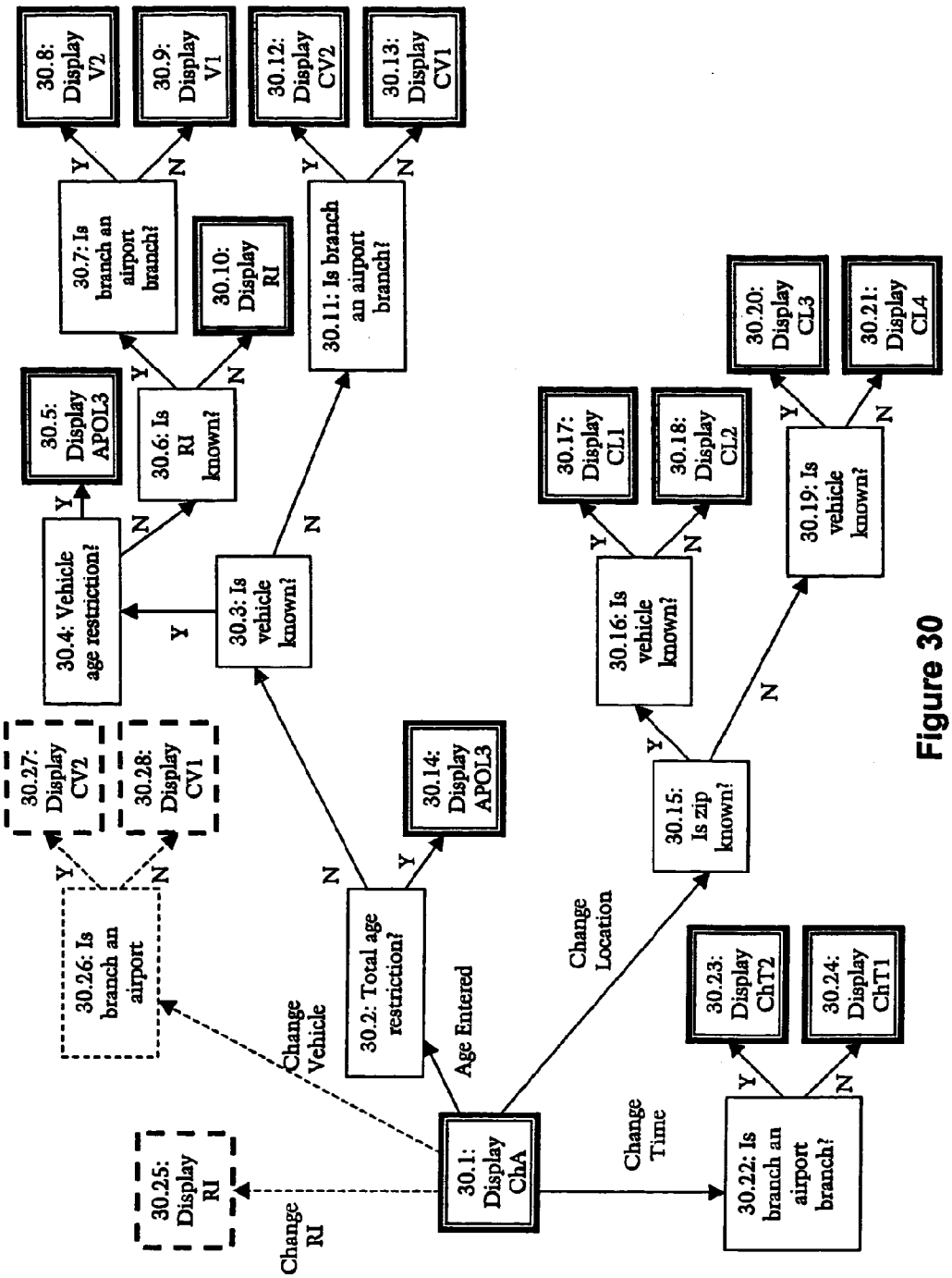

30.1: Display ChA
30.2: Total age restriction?
30.3: Is vehicle known?
30.4: Vehicle age restriction?
30.5: Display APOL3
30.6: Is RI known?
30.7: Is branch an airport branch?
30.8: Display V2
30.9: Display V1
30.10: Display RI
30.11: Is branch an airport branch?
30.12: Display CV2
30.13: Display CV1
30.14: Display APOL3
30.15: Is zip known?
30.16: Is vehicle known?
30.17: Display CL1
30.18: Display CL2
30.19: Is vehicle known?
30.20: Display CL3
30.21: Display CL4
30.22: Is branch an airport branch?
30.23: Display ChT2
30.24: Display ChT1
30.25: Display RI
30.26: Is branch an airport
30.27: Display CV2
30.28: Display CV1
Age Entered
Change Vehicle
Change RI
Change Location
Change Time
Y
N

Figure 30

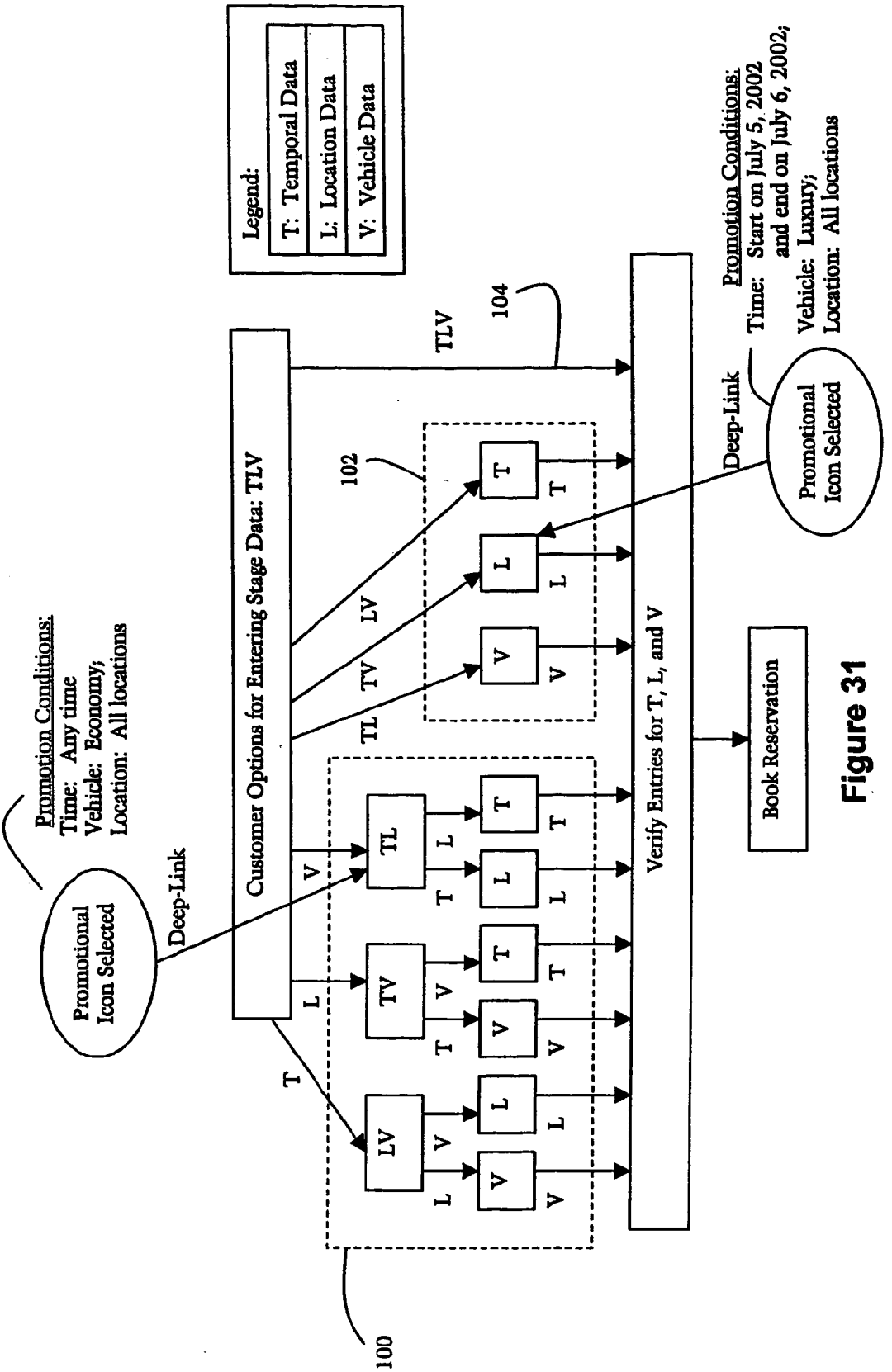

Legend:
T: Temporal Data
L: Location Data
V: Vehicle Data
Promotion Conditions:
Time: Any time
Vehicle: Economy;
Location: All locations
Promotional Icon Selected
Deep-Link
Customer Options for Entering Stage Data: TLV
TLV
104
102
Promotion Conditions:
Time: Start on July 5, 2002 and end on July 6, 2002;
Vehicle: Luxury;
Location: All locations
Deep-Link
Promotional Icon Selected
Verify Entries for T, L, and V
Book Reservation
100

Figure 31

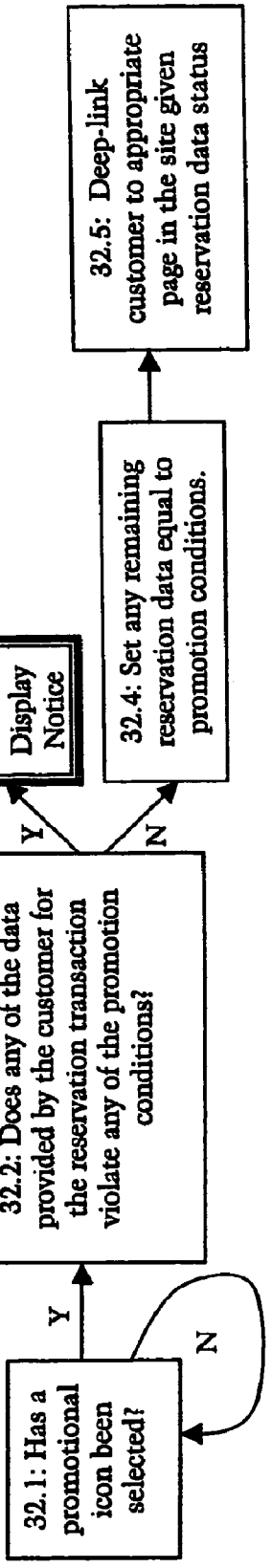


Figure 32

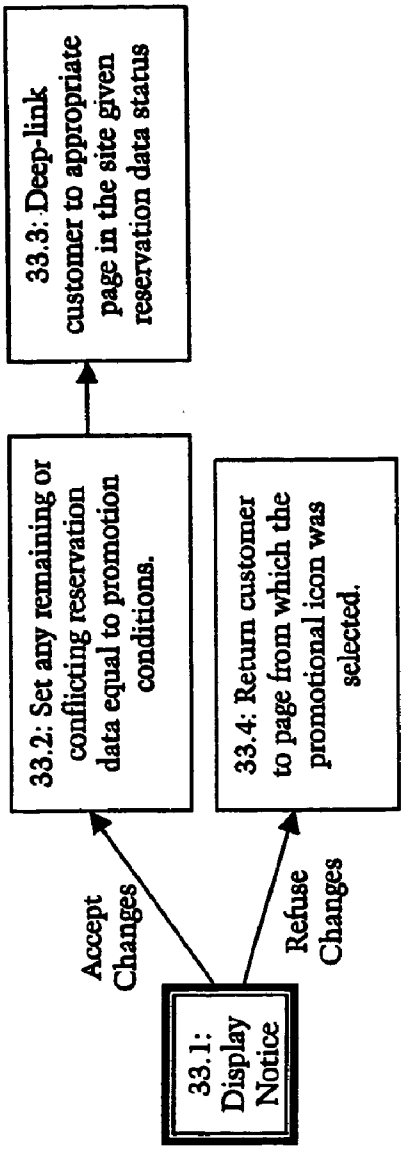


Figure 33

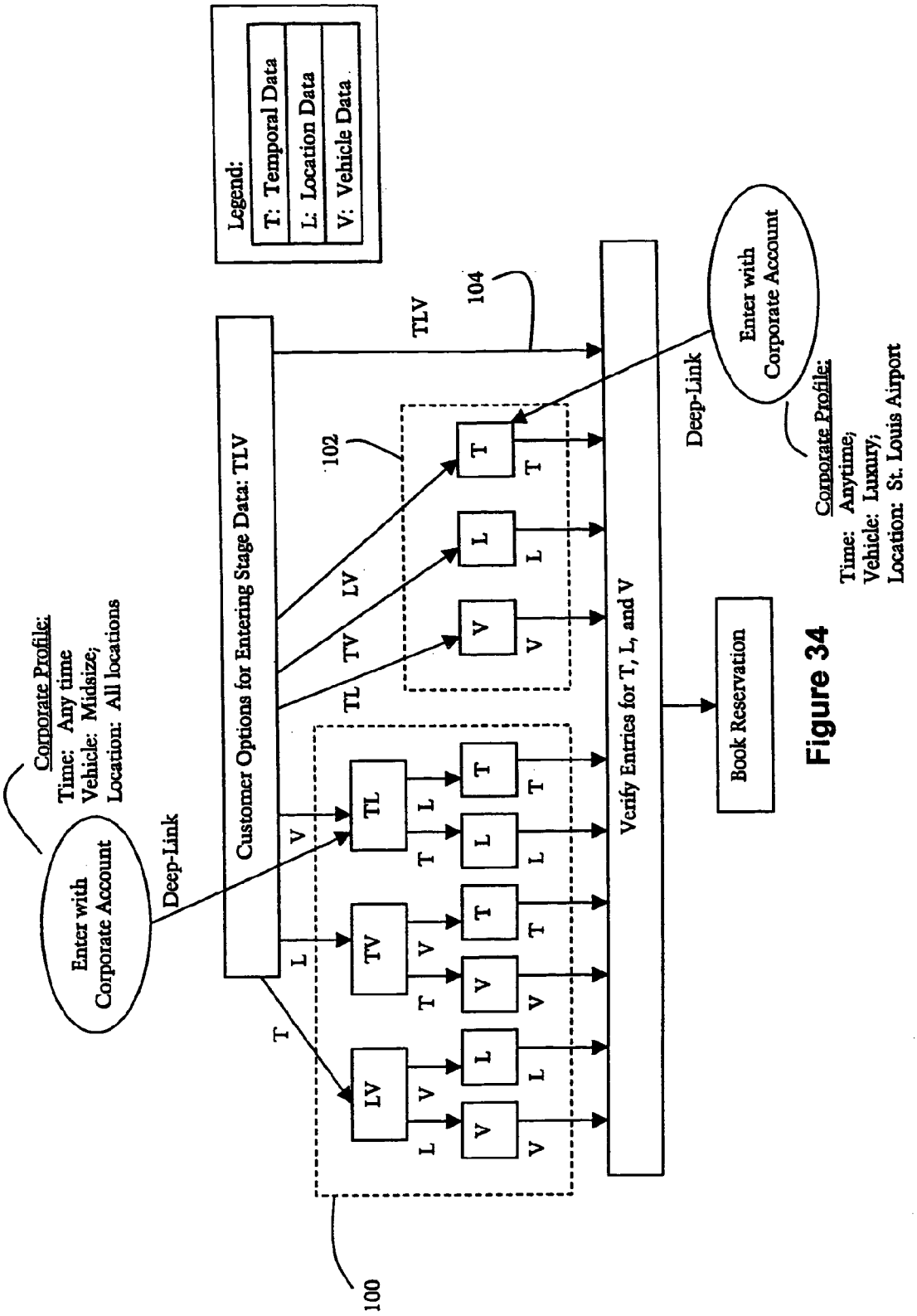

Legend:
T: Temporal Data
L: Location Data
V: Vehicle Data
Corporate Profile:
Time: Any time
Vehicle: Midsize;
Location: All locations
Enter with Corporate Account
Deep-Link
Customer Options for Entering Stage Data: TLV
TLV
104
102
100
Verify Entries for T, L, and V
Book Reservation
Deep-Link
Enter with Corporate Account
Corporate Profile:
Time: Anytime;
Vehicle: Luxury;
Location: St. Louis Airport

Figure 34

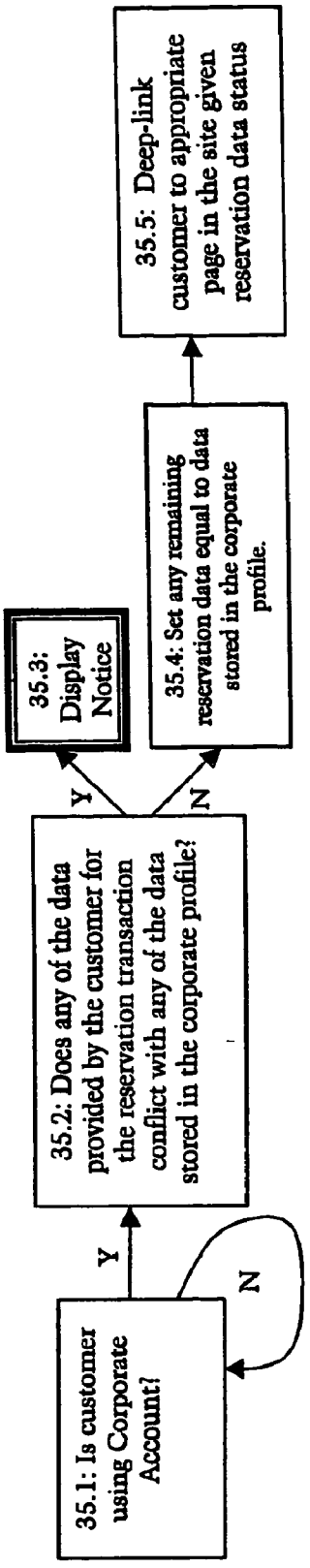


Figure 35

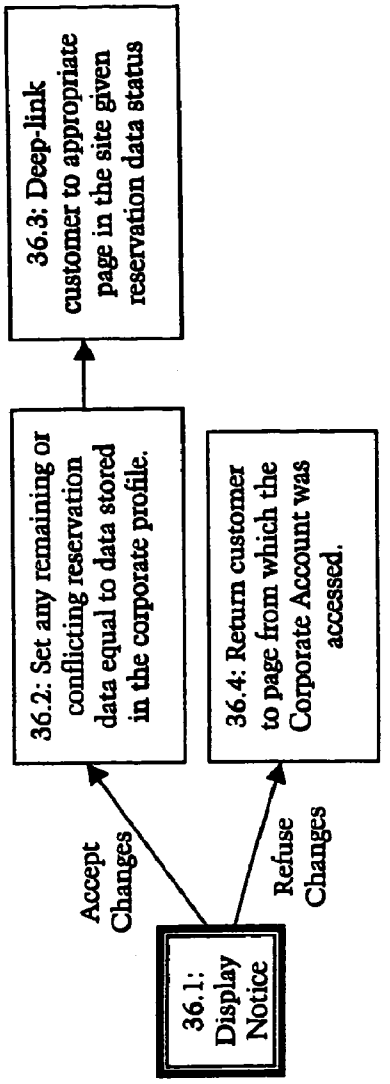


Figure 36

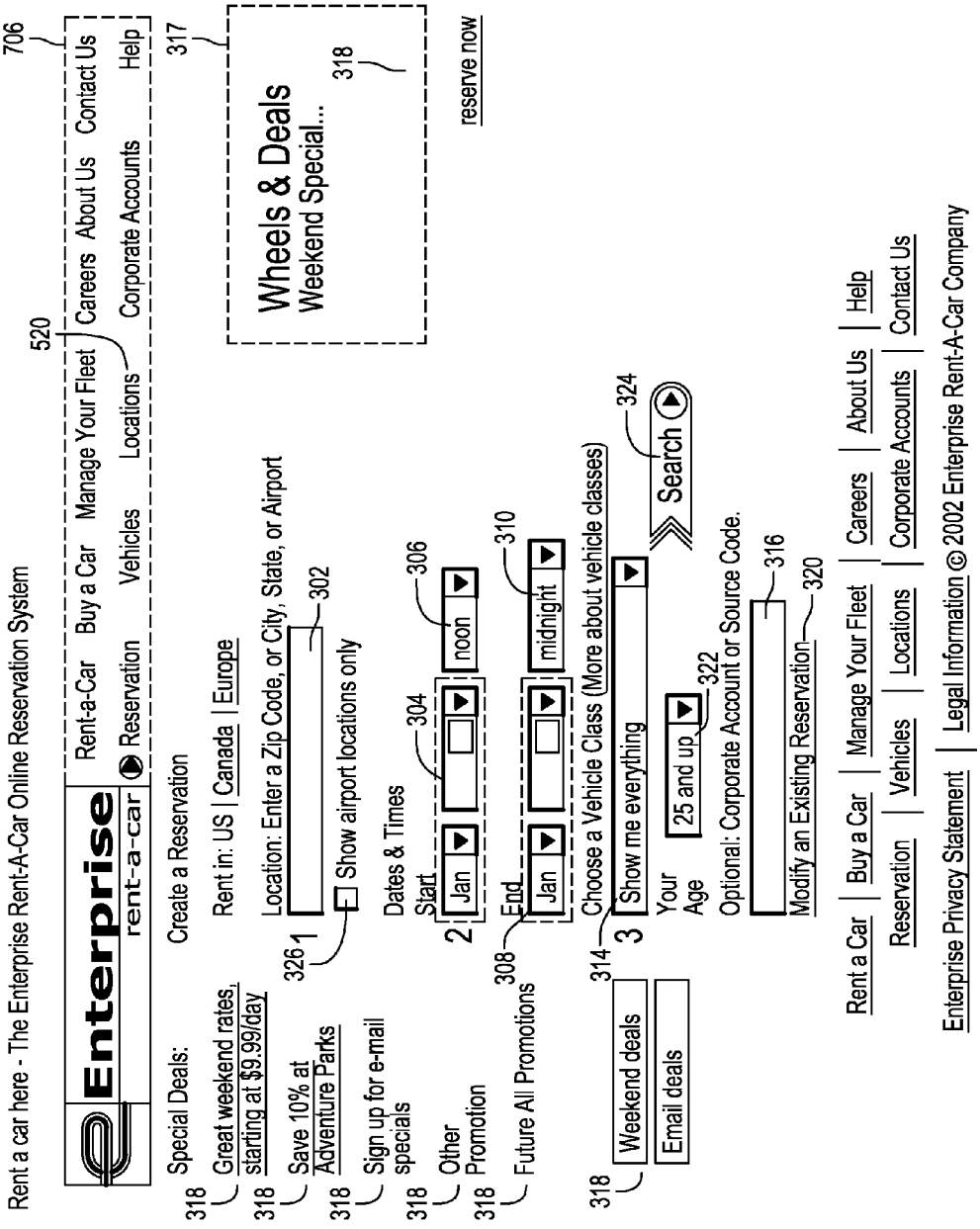
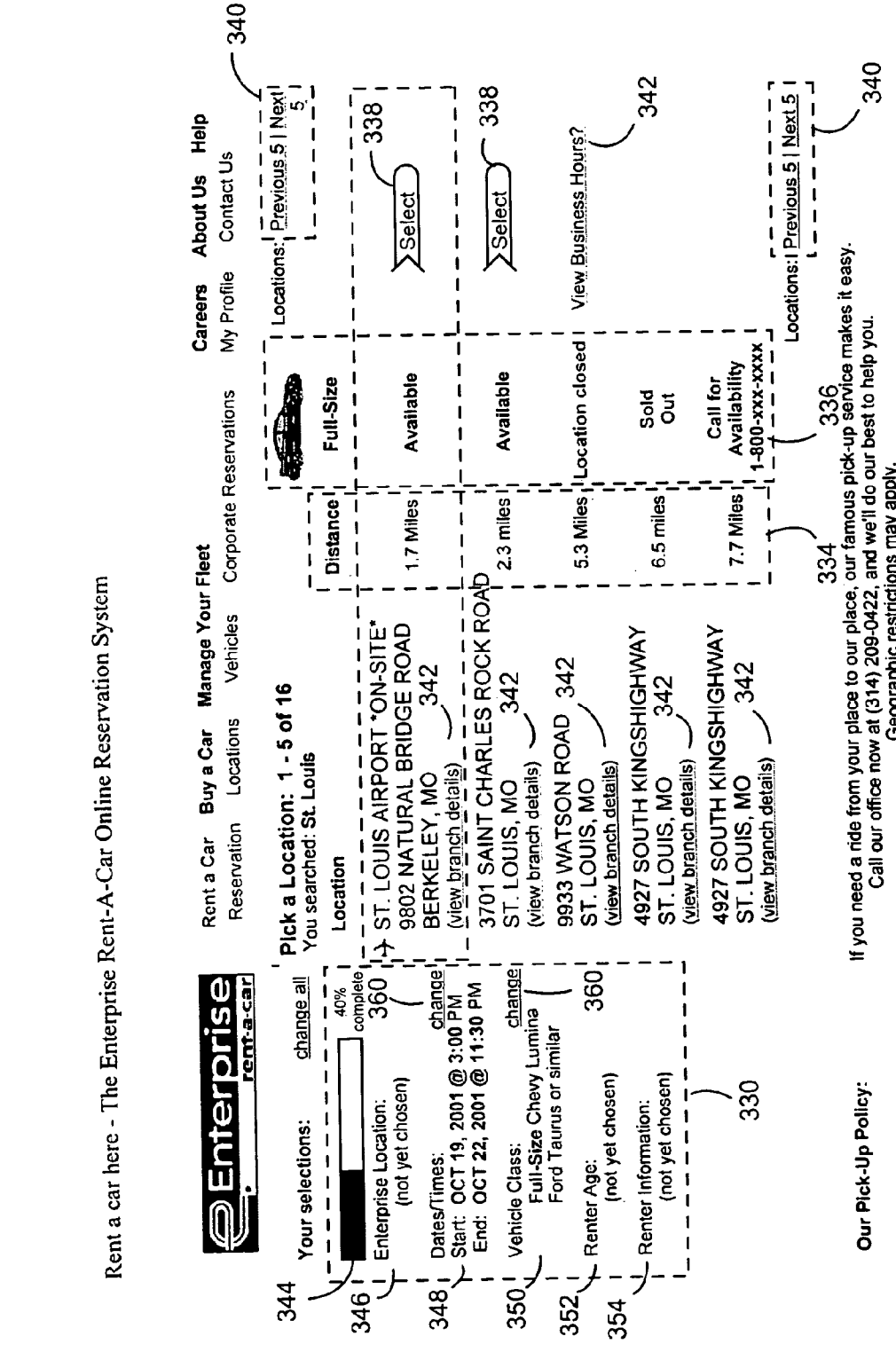

706
Rent a car here - The Enterprise Rent-A-Car Online Reservation System
520
Enterprise
rent-a-car
Rent-a-Car
Buy a Car
Manage Your Fleet
Careers
About Us
Contact Us
Reservation
Vehicles
Locations
Corporate Accounts
Help
317
Special Deals:
Create a Reservation
318
Great weekend rates, starting at $9.99/day
Rent in: US | Canada | Europe
318
Save 10% at Adventure Parks
Location: Enter a Zip Code, or City, State, or Airport
326
1
302
Show airport locations only
318
Sign up for e-mail specials
Dates & Times
Start
304
306
318
Other Promotion
2
Jan
noon
reserve now
308
End
310
318
Future All Promotions
Jan
midnight
Choose a Vehicle Class (More about vehicle classes)
314
318
Weekend deals
3
Show me everything
324
Search
Email deals
Your Age
25 and up
322
Optional: Corporate Account or Source Code.
316
Modify an Existing Reservation
320
Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Help
Reservation | Vehicles | Locations | Corporate Accounts | Contact Us
Enterprise Privacy Statement | Legal Information © 2002 Enterprise Rent-A-Car Company
Wheels & Deals
Weekend Special...
318

FIG. 37


Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car Buy a Car Manage Your Fleet Careers About Us Help
Reservation Locations Vehicles Corporate Reservations My Profile Contact Us
Pick a Location: 1 - 5 of 16
You searched: St. Louis
Locations: Previous 5 | Next 5
Your selections: change all
40% complete
Enterprise Location: (not yet chosen) change
Dates/Times: Start: OCT 19, 2001 @ 3:00 PM End: OCT 22, 2001 @ 11:30 PM change
Vehicle Class: Full-Size Chevy Lumina Ford Taurus or similar change
Renter Age: (not yet chosen)
Renter Information: (not yet chosen)
Location
Distance
Full-Size
ST. LOUIS AIRPORT *ON-SITE*
9802 NATURAL BRIDGE ROAD BERKELEY, MO (view branch details)
1.7 Miles
Available
Select
3701 SAINT CHARLES ROCK ROAD ST. LOUIS, MO (view branch details)
2.3 miles
Available
Select
9933 WATSON ROAD ST. LOUIS, MO (view branch details)
5.3 Miles
Location closed
View Business Hours?
4927 SOUTH KINGSHIGHWAY ST. LOUIS, MO (view branch details)
6.5 miles
Sold Out
4927 SOUTH KINGSHIGHWAY ST. LOUIS, MO (view branch details)
7.7 Miles
Call for Availability 1-800-xxx-xxxx
Locations: Previous 5 | Next 5
Our Pick-Up Policy:
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
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344
346
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352
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330
360
342
338
334
336
340

Fig. 38(a)

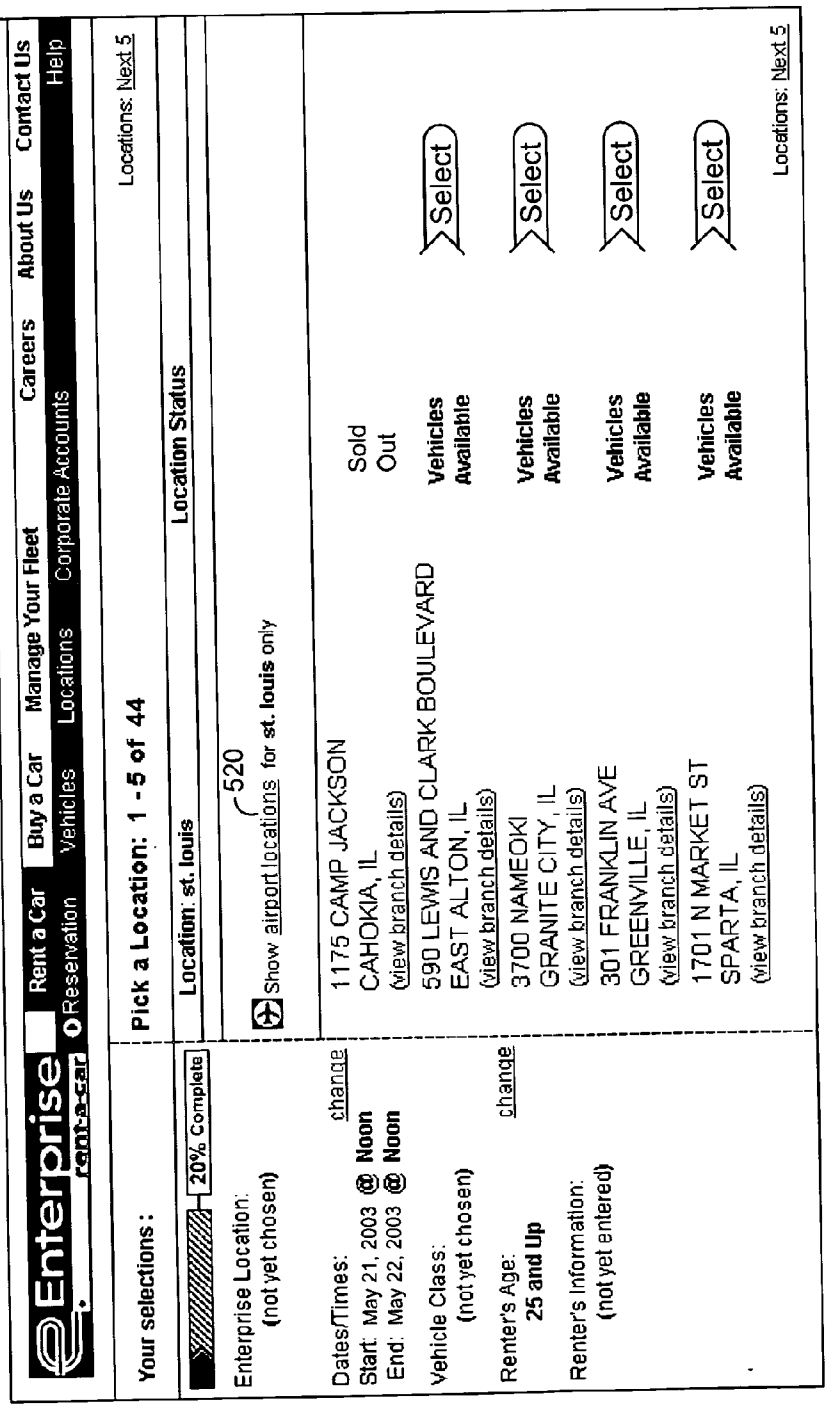
Enterprise rent-a-car
Rent a Car
Reservation
Buy a Car
Vehicles
Manage Your Fleet
Locations
Careers
Corporate Accounts
About Us
Contact Us
Help
Your selections :
Pick a Location: 1 - 5 of 44
Locations: Next 5
20% Complete
Enterprise Location:
(not yet chosen)
change
Dates/Times:
Start: May 21, 2003 @ Noon
End: May 22, 2003 @ Noon
change
Vehicle Class:
(not yet chosen)
change
Renter's Age:
25 and Up
change
Renter's Information:
(not yet entered)
520
Show airport locations for st. louis only
Location: st. louis
Location Status
1175 CAMP JACKSON
CAHOKIA, IL
(view branch details)
Sold
Out
590 LEWIS AND CLARK BOULEVARD
EAST ALTON, IL
(view branch details)
Vehicles Available
Select
3700 NAMEOKI
GRANITE CITY, IL
(view branch details)
Vehicles Available
Select
301 FRANKLIN AVE
GREENVILLE, IL
(view branch details)
Vehicles Available
Select
1701 N MARKET ST
SPARTA, IL
(view branch details)
Vehicles Available
Select
Locations: Next 5
Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Contact Us
Reservation | Vehicles | Locations | Corporate Accounts | Help
We offer international car rentals: Car Rental US | Car Rental Canada | Car Rental UK
Enterprise Privacy Statement | Legal Information © 2003 Enterprise Rent-A-Car Company. Patent Pending

Fig. 38(b)

Rent a car here - The Enterprise Rent-A-Car Online Reservation System

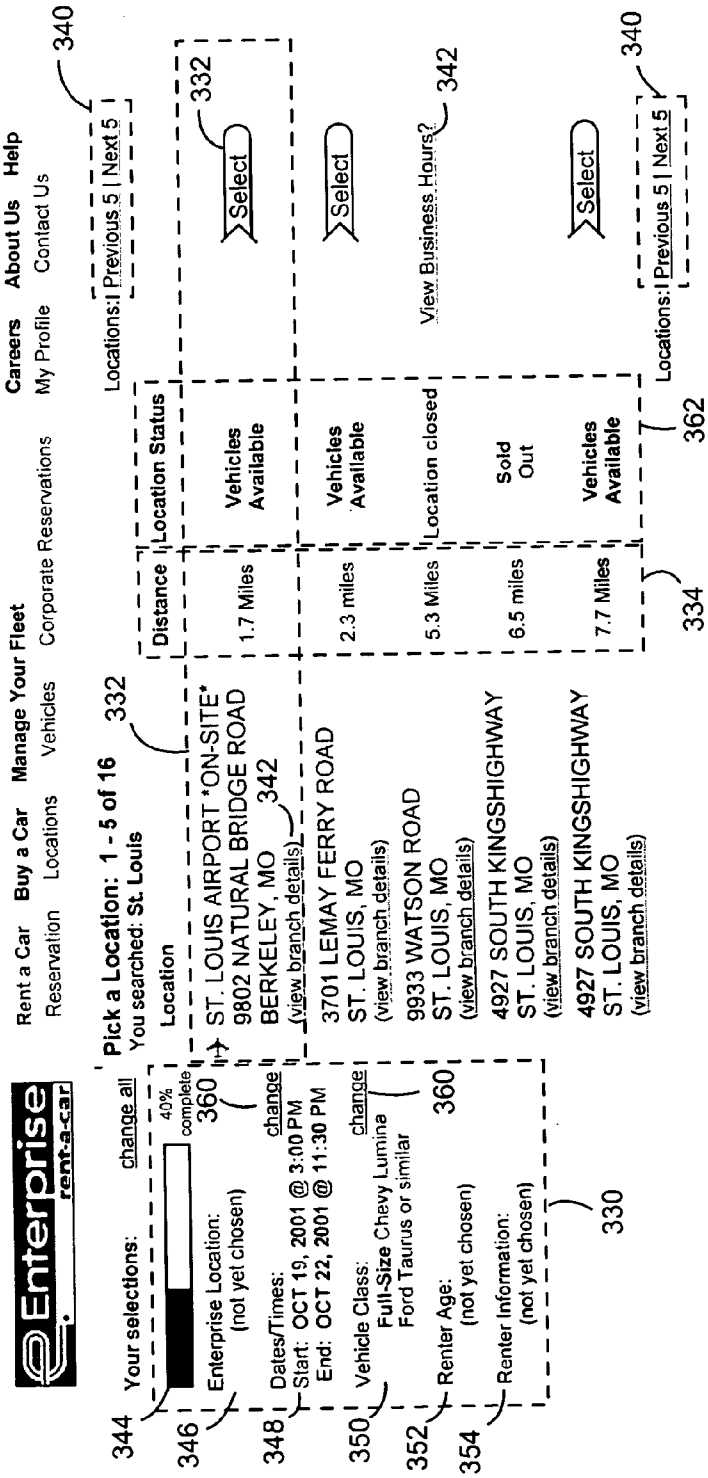

Fig. 39

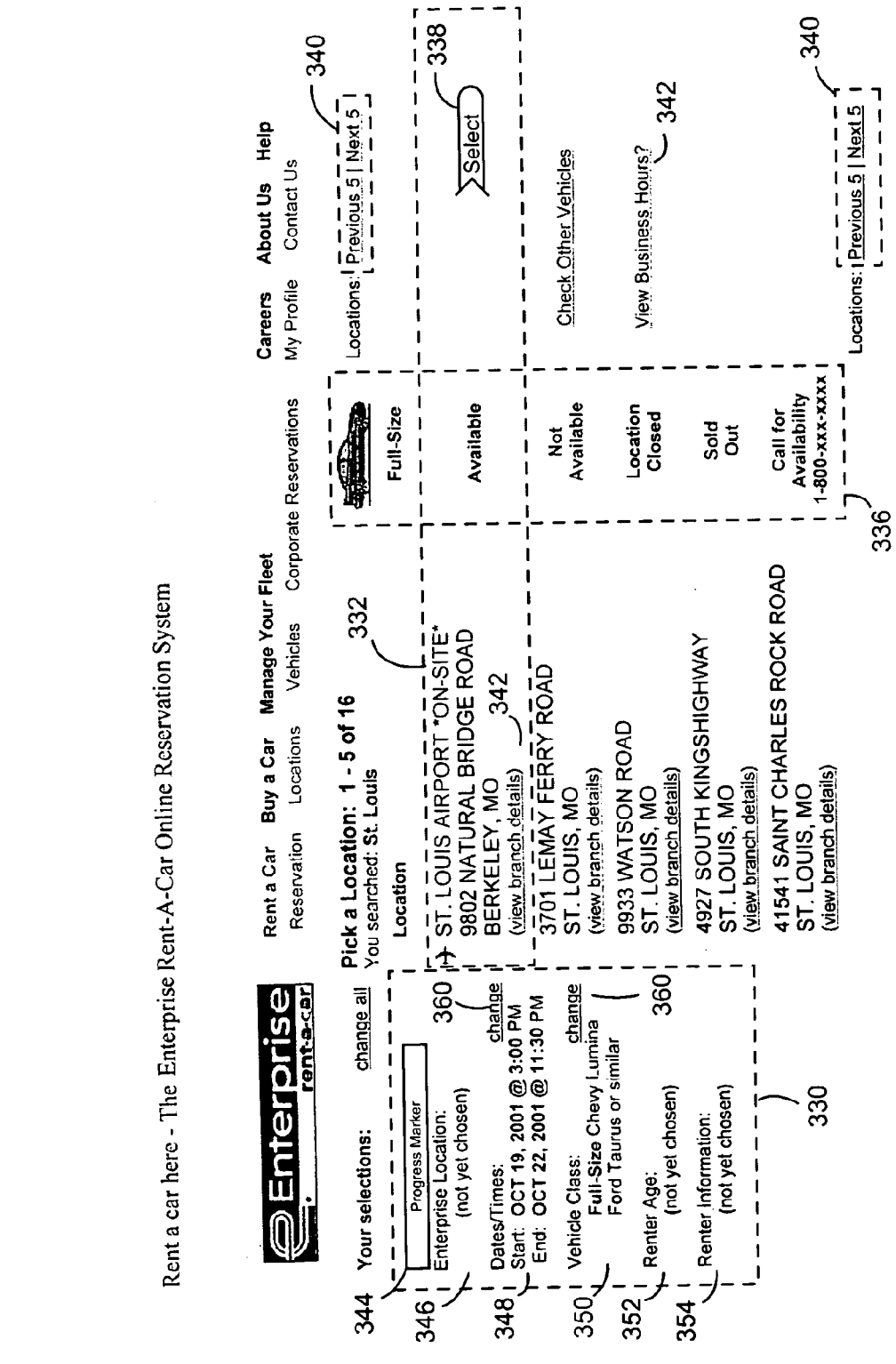
Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car Reservation
Buy a Car Locations
Manage Your Fleet Vehicles
Corporate Reservations
Careers
About Us
Help
My Profile
Contact Us
344
Your selections:
change all
Progress Marker
346
Enterprise Location:
(not yet chosen)
360
change
348
Dates/Times:
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
change
350
Vehicle Class:
Full-Size Chevy Lumina
Ford Taurus or similar
352
Renter Age:
(not yet chosen)
360
354
Renter Information:
(not yet chosen)
330
Pick a Location: 1 - 5 of 16
You searched: St. Louis
332
Location
Full-Size
ST. LOUIS AIRPORT *ON-SITE*
9802 NATURAL BRIDGE ROAD
BERKELEY, MO
(view branch details)
342
Available
Select
338
3701 LEMAY FERRY ROAD
ST. LOUIS, MO
(view branch details)
Not Available
Check Other Vehicles
9933 WATSON ROAD
ST. LOUIS, MO
(view branch details)
Location Closed
View Business Hours?
342
4927 SOUTH KINGSHIGHWAY
ST. LOUIS, MO
(view branch details)
Sold Out
41541 SAINT CHARLES ROCK ROAD
ST. LOUIS, MO
(view branch details)
Call for Availability
1-800-xxx-xxxx
336
Locations: 1 Previous 5 | Next 5
340
Locations: 1 Previous 5 | Next 5
340
Our Pick-Up Policy:
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
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Fig. 40

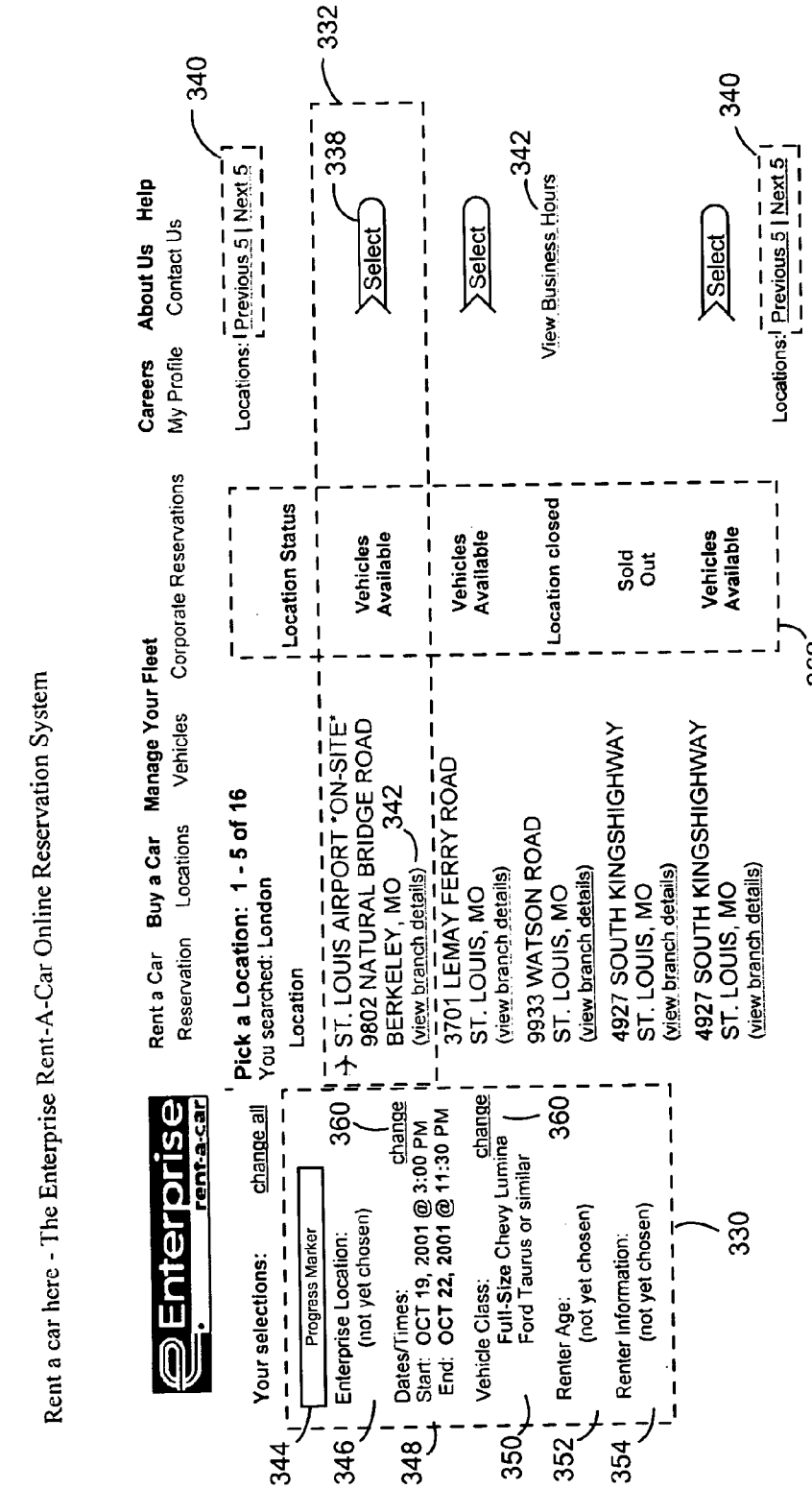
Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car Buy a Car Manage Your Fleet Careers About Us Help
Reservation Locations Vehicles Corporate Reservations My Profile Contact Us
Pick a Location: 1 - 5 of 16
You searched: London
Location
Location Status
Locations: Previous 5 | Next 5
340
332
Your selections: change all
Progress Marker
344
346
Enterprise Location: (not yet chosen)
360
ST. LOUIS AIRPORT "ON-SITE"
9802 NATURAL BRIDGE ROAD
BERKELEY, MO
(view branch details)
342
Vehicles Available
338
Select
348
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
3701 LEMAY FERRY ROAD
ST. LOUIS, MO
(view branch details)
Vehicles Available
Select
350
Vehicle Class: change
Full-Size Chevy Lumina
Ford Taurus or similar
342
View Business Hours
352
Renter Age: (not yet chosen)
360
9933 WATSON ROAD
ST. LOUIS, MO
(view branch details)
Location closed
354
Renter Information: (not yet chosen)
4927 SOUTH KINGSHIGHWAY
ST. LOUIS, MO
(view branch details)
Sold Out
330
4927 SOUTH KINGSHIGHWAY
ST. LOUIS, MO
(view branch details)
Vehicles Available
Select
340
Locations: Previous 5 | Next 5
362
Our Pick-Up Policy:
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
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Fig. 41

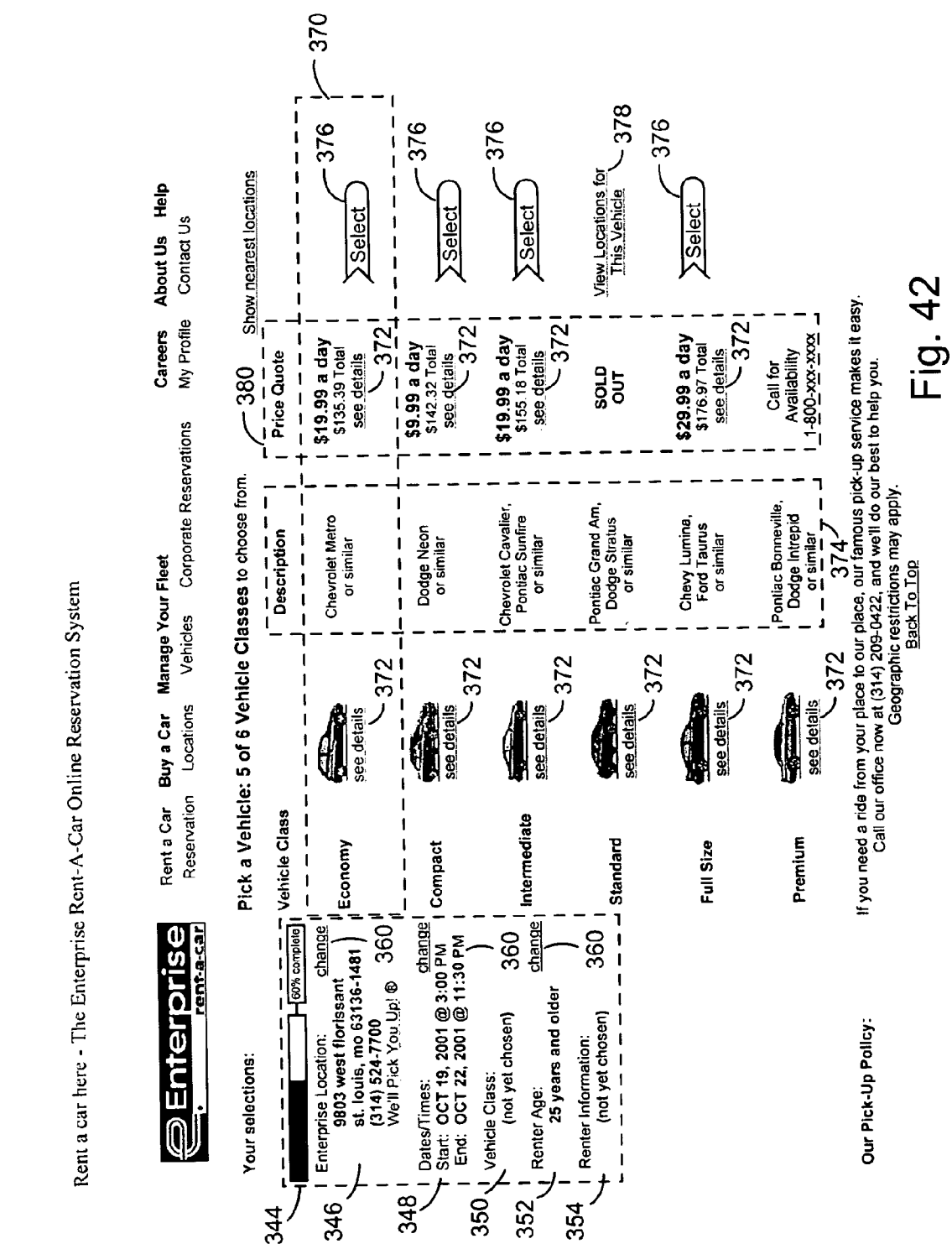
Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car Reservation
Buy a Car Locations
Manage Your Fleet Vehicles
Corporate Reservations
Careers My Profile
About Us Contact Us
Help
Pick a Vehicle: 5 of 6 Vehicle Classes to choose from.
Show nearest locations
Your selections:
60% complete
Enterprise Location: change
9803 west florissant
st. louis, mo 63136-1481
(314) 524-7700
We'll Pick You Up! ®
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
Vehicle Class: change
(not yet chosen)
Renter Age: change
25 years and older
Renter Information: change
(not yet chosen)
Vehicle Class
Description
Price Quote
Economy
Chevrolet Metro or similar
see details
$19.99 a day
$135.39 Total
see details
Select
Compact
Dodge Neon or similar
see details
$9.99 a day
$142.32 Total
see details
Select
Intermediate
Chevrolet Cavalier, Pontiac Sunfire or similar
see details
$19.99 a day
$155.18 Total
see details
Select
Standard
Pontiac Grand Am, Dodge Stratus or similar
see details
SOLD OUT
View Locations for This Vehicle
Full Size
Chevy Lumina, Ford Taurus or similar
see details
$29.99 a day
$176.97 Total
see details
Select
Premium
Pontiac Bonneville, Dodge Intrepid or similar
see details
Call for Availability
1-800-xxx-xxxx
Our Pick-Up Policy:
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
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Fig. 42

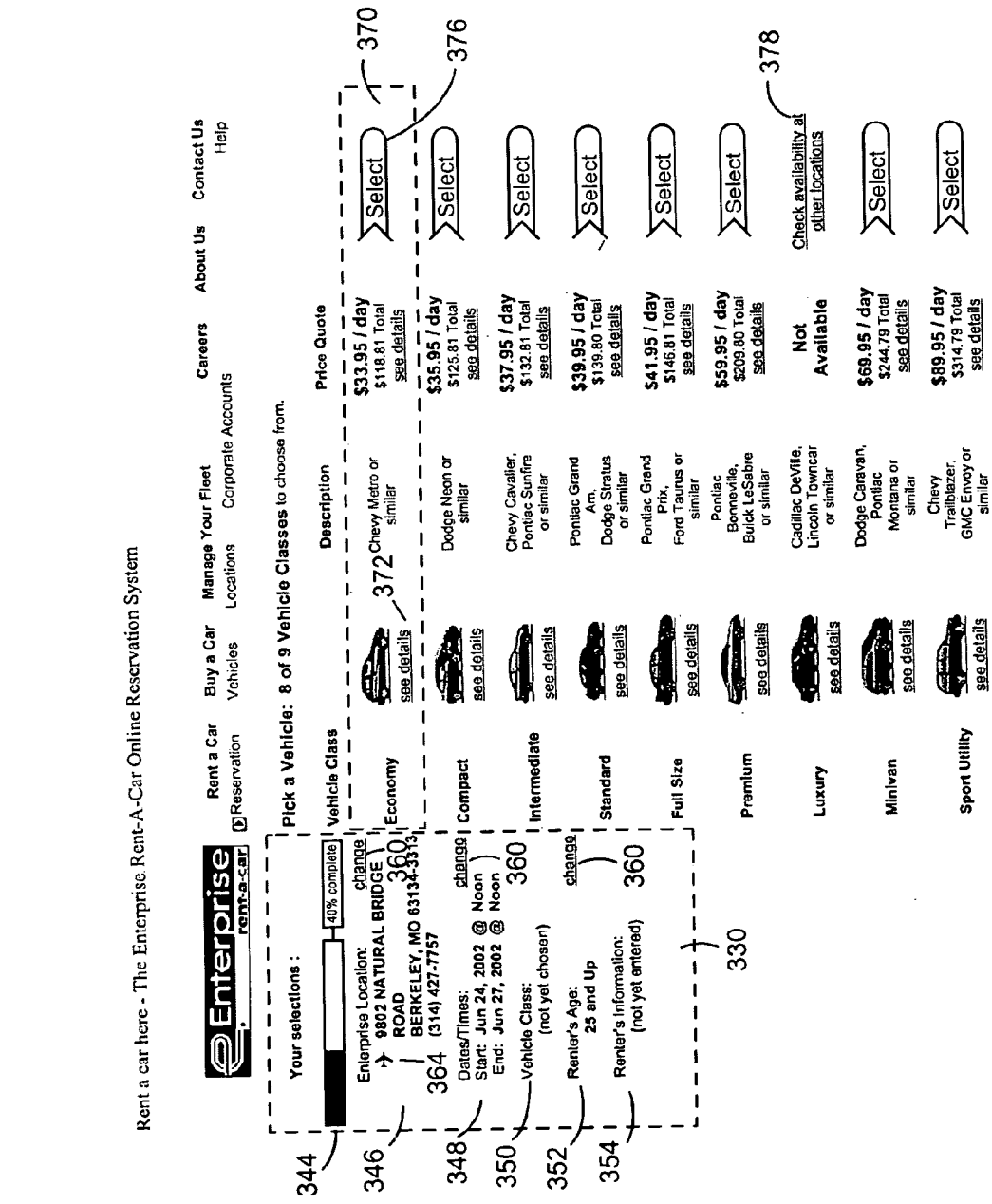
Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car
Reservation
Buy a Car
Vehicles
Manage Your Fleet
Locations
Corporate Accounts
Careers
About Us
Contact Us
Help
Your selections :
40% complete
Pick a Vehicle: 8 of 9 Vehicle Classes to choose from.
Vehicle Class
Description
Price Quote
Enterprise Location: change
9802 NATURAL BRIDGE ROAD
BERKELEY, MO 63134-3313
(314) 427-7757
Dates/Times: change
Start: Jun 24, 2002 @ Noon
End: Jun 27, 2002 @ Noon
Vehicle Class: change
(not yet chosen)
Renter's Age: change
25 and Up
Renter's Information:
(not yet entered)
Economy
Chevy Metro or similar
see details
$33.95 / day
$118.81 Total
see details
Select
Compact
Dodge Neon or similar
see details
$35.95 / day
$125.81 Total
see details
Select
Intermediate
Chevy Cavalier, Pontiac Sunfire or similar
see details
$37.95 / day
$132.81 Total
see details
Select
Standard
Pontiac Grand Am, Dodge Stratus or similar
see details
$39.95 / day
$139.80 Total
see details
Select
Full Size
Pontiac Grand Prix, Ford Taurus or similar
see details
$41.95 / day
$146.81 Total
see details
Select
Premium
Pontiac Bonneville, Buick LeSabre or similar
see details
$59.95 / day
$209.80 Total
see details
Select
Luxury
Cadillac DeVille, Lincoln Towncar or similar
see details
Not Available
Check availability at other locations
Minivan
Dodge Caravan, Pontiac Montana or similar
see details
$69.95 / day
$244.79 Total
see details
Select
Sport Utility
Chevy Trailblazer, GMC Envoy or similar
see details
$89.95 / day
$314.79 Total
see details
Select
Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Contact Us
Reservation | Vehicles | Locations | Corporate Accounts | Help
344
346
348
350
352
354
330
360
364
372
370
376
378

Fig. 43

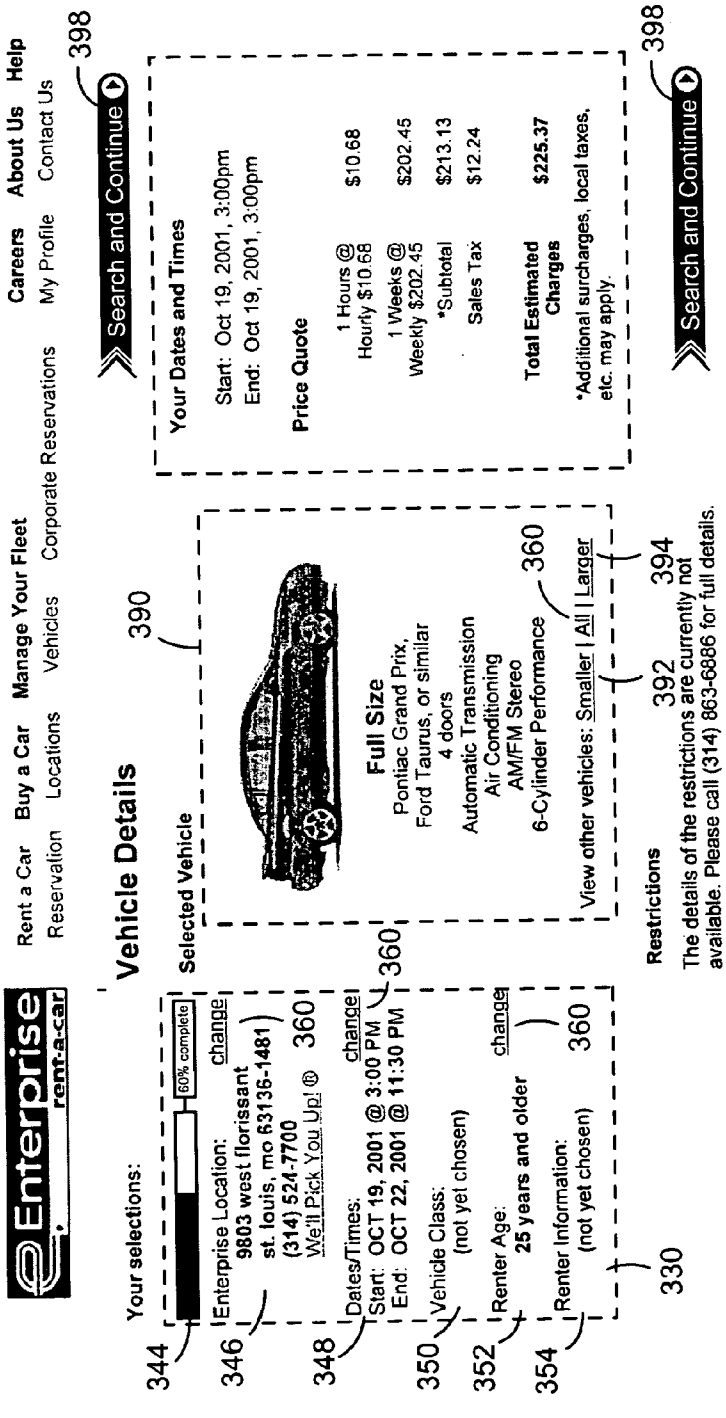
Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car Reservation
Buy a Car Locations
Manage Your Fleet Vehicles
Corporate Reservations
Careers
My Profile
About Us
Contact Us
Help
Vehicle Details
390
Search and Continue
398
Your selections:
60% complete
344
Enterprise Location: change
9803 west florissant
st. louis, mo 63136-1481
(314) 524-7700
We'll Pick You Up! ®
346
360
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
348
360
Vehicle Class: change
(not yet chosen)
350
Renter Age: change
25 years and older
352
Renter Information: change
(not yet chosen)
354
360
330
Selected Vehicle
Full Size
Pontiac Grand Prix,
Ford Taurus, or similar
4 doors
Automatic Transmission
Air Conditioning
AM/FM Stereo
6-Cylinder Performance
360
View other vehicles: Smaller | All | Larger
392
394
Restrictions
The details of the restrictions are currently not available. Please call (314) 863-6886 for full details.
Your Dates and Times
Start: Oct 19, 2001, 3:00pm
End: Oct 19, 2001, 3:00pm
Price Quote
1 Hours @ Hourly $10.68 $10.68
1 Weeks @ Weekly $202.45 $202.45
*Subtotal $213.13
Sales Tax $12.24
Total Estimated Charges $225.37
*Additional surcharges, local taxes, etc. may apply.
Search and Continue
398
Our Pick-Up Policy:
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
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Fig. 44

Rent a car here - The Enterprise Rent-A-Car Online Reservation System

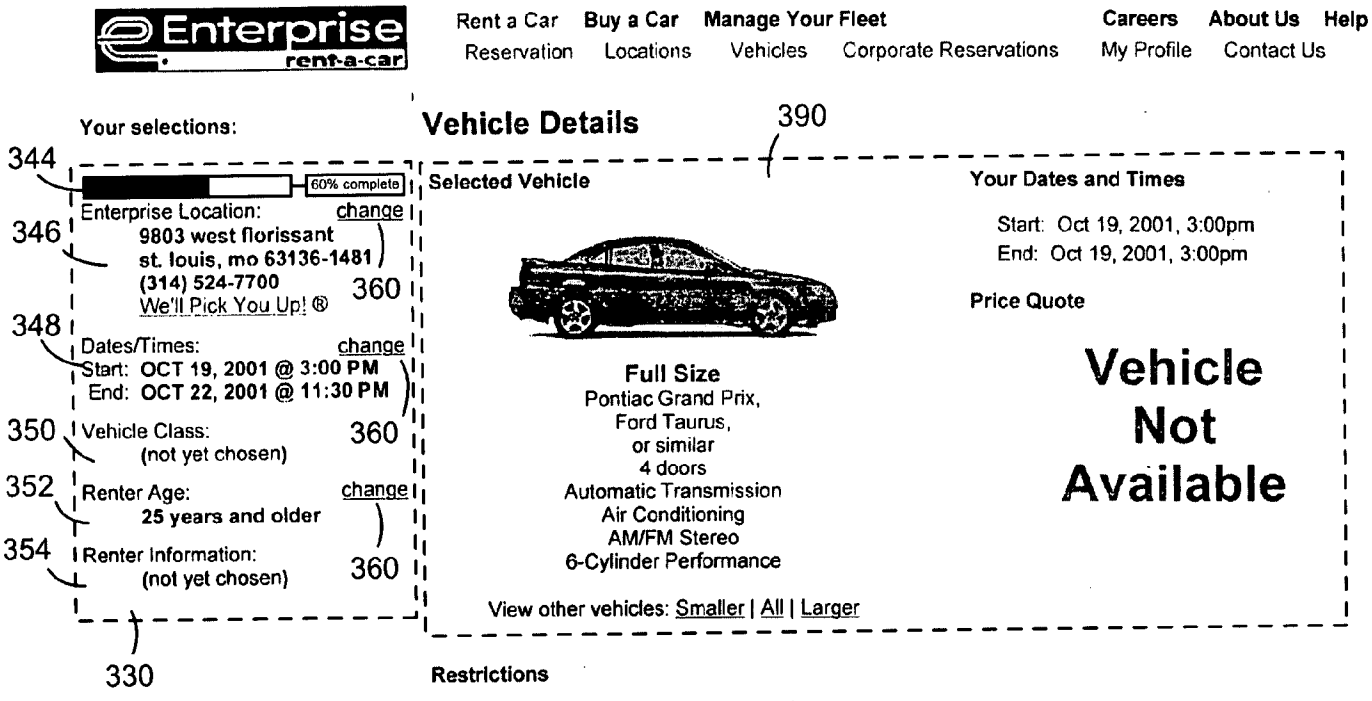


Fig. 45

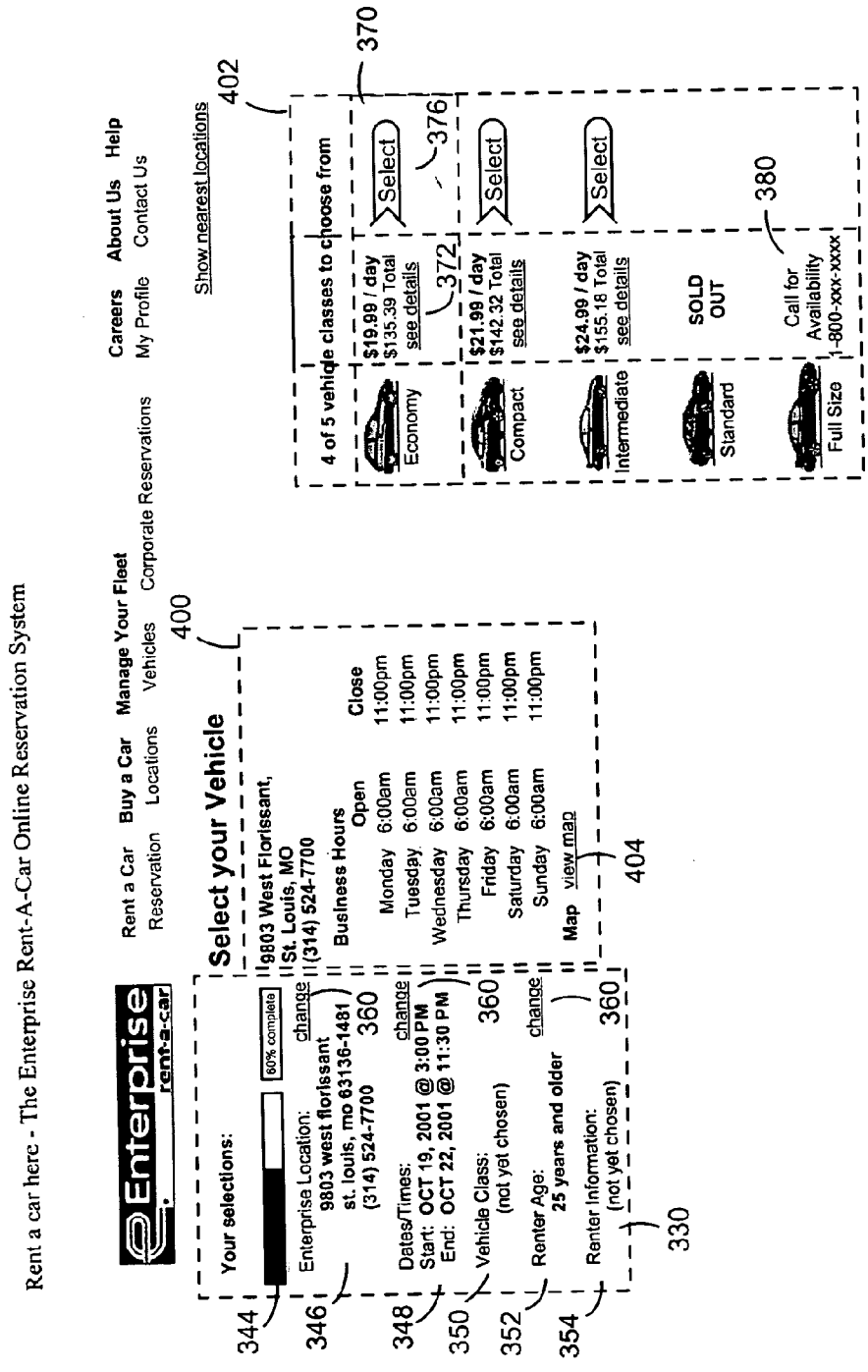
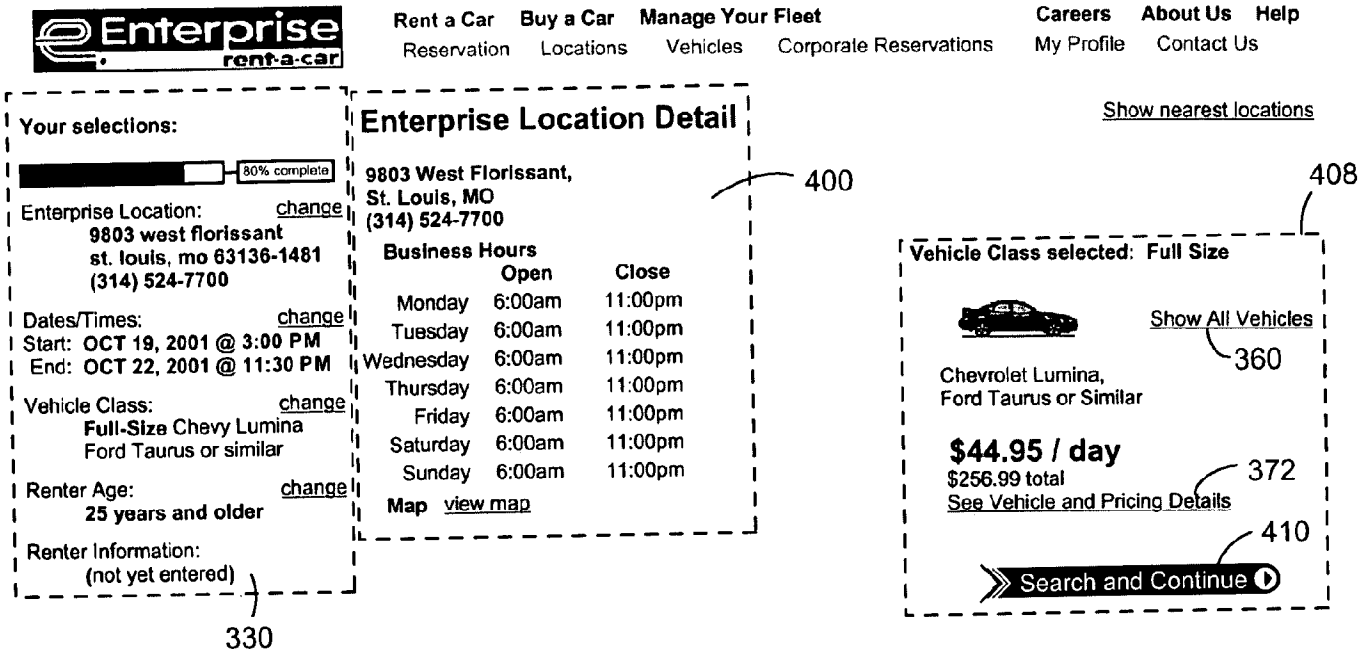

Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car Reservation
Buy a Car Locations
Manage Your Fleet Vehicles
Corporate Reservations
Careers
My Profile
About Us
Contact Us
Help
Select your Vehicle
400
Your selections:
60% complete
344
Enterprise Location: change
9803 West Florissant, St. Louis, MO
(314) 524-7700
346
Business Hours
Open Close
Monday 6:00am 11:00pm
Tuesday 6:00am 11:00pm
Wednesday 6:00am 11:00pm
Thursday 6:00am 11:00pm
Friday 6:00am 11:00pm
Saturday 6:00am 11:00pm
Sunday 6:00am 11:00pm
Map view map
360
404
9803 west florissant st. louis, mo 63136-1481 (314) 524-7700
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
348
Vehicle Class: change
(not yet chosen)
350
Renter Age: change
25 years and older
352
Renter Information:
(not yet chosen)
354
330
Show nearest locations
402
4 of 5 vehicle classes to choose from
370
$19.99 / day
$135.39 Total
see details
372
Select
376
Economy
$21.99 / day
$142.32 Total
see details
Select
Compact
$24.99 / day
$155.18 Total
see details
Select
Intermediate
SOLD OUT
Standard
Call for Availability
1-800-xxx-xxxx
380
Full Size
Our Pick-Up Policy:
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
Back To Top

Fig. 46

Rent a car here - The Enterprise Rent-A-Car Online Reservation System



Our Pick-Up Policy: If you need a ride from your place to our place, our famous pick-up service makes it easy. Call our office now at (314) 209-0422, and we'll do our best to help you. Geographic restrictions may apply.

Back To Top

Fig. 47

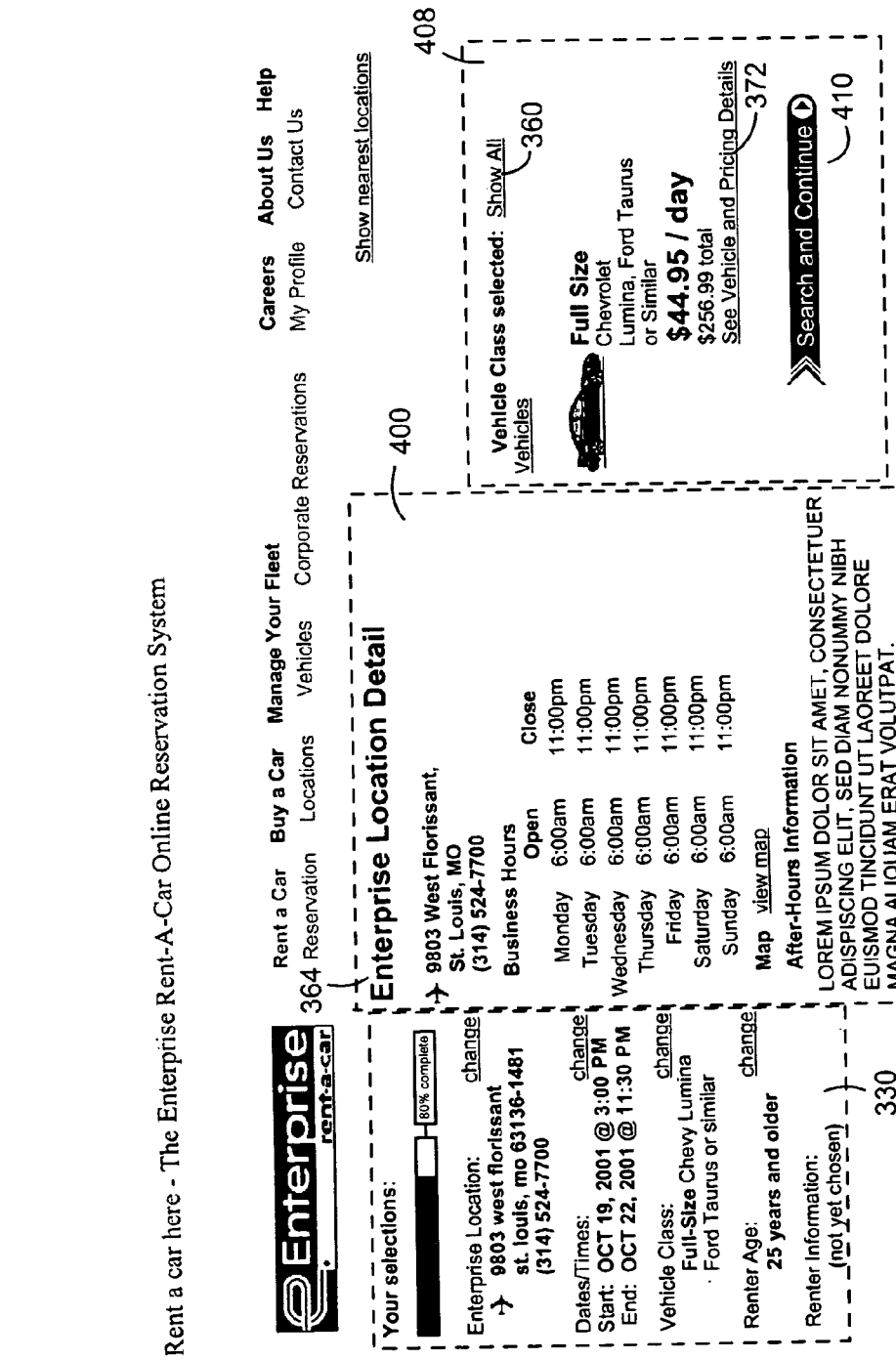

Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car Reservation
Buy a Car Locations
Manage Your Fleet Vehicles
Corporate Reservations
Careers
My Profile
About Us
Contact Us
Help
364
Enterprise Location Detail
400
Show nearest locations
408
Your selections:
80% complete
Enterprise Location: change
9803 west florissant
st. louis, mo 63136-1481
(314) 524-7700
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
Vehicle Class: change
Full-Size Chevy Lumina
or Similar
Renter Age: change
25 years and older
Renter Information:
(not yet chosen)
330
9803 West Florissant,
St. Louis, MO
(314) 524-7700
Business Hours
Open Close
Monday 6:00am 11:00pm
Tuesday 6:00am 11:00pm
Wednesday 6:00am 11:00pm
Thursday 6:00am 11:00pm
Friday 6:00am 11:00pm
Saturday 6:00am 11:00pm
Sunday 6:00am 11:00pm
Map view map
After-Hours Information
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER
ADISPISCING ELIT, SED DIAM NONUMMY NIBH
EUISMOD TINCIDUNT UT LAOREET DOLORE
MAGNA ALIQUAM ERAT VOLUTPAT.
Shuttle Information
**LOCATED IN BAGGAGE CLAIM/MAIN TERMINAL.
**IF FLYING SOUTHWEST ARILINES, PLEASE CALL
FOR SHUTTLE PICK UP FROM COURTESY PHONES
LOCATED NEAR THE BAGGAGE CLAIM AREA.
Vehicle Class selected: Show All
360
Vehicles
Full Size
Chevrolet
Lumina, Ford Taurus
or Similar
$44.95 / day
$256.99 total
See Vehicle and Pricing Details
372
Search and Continue
410

Fig. 48

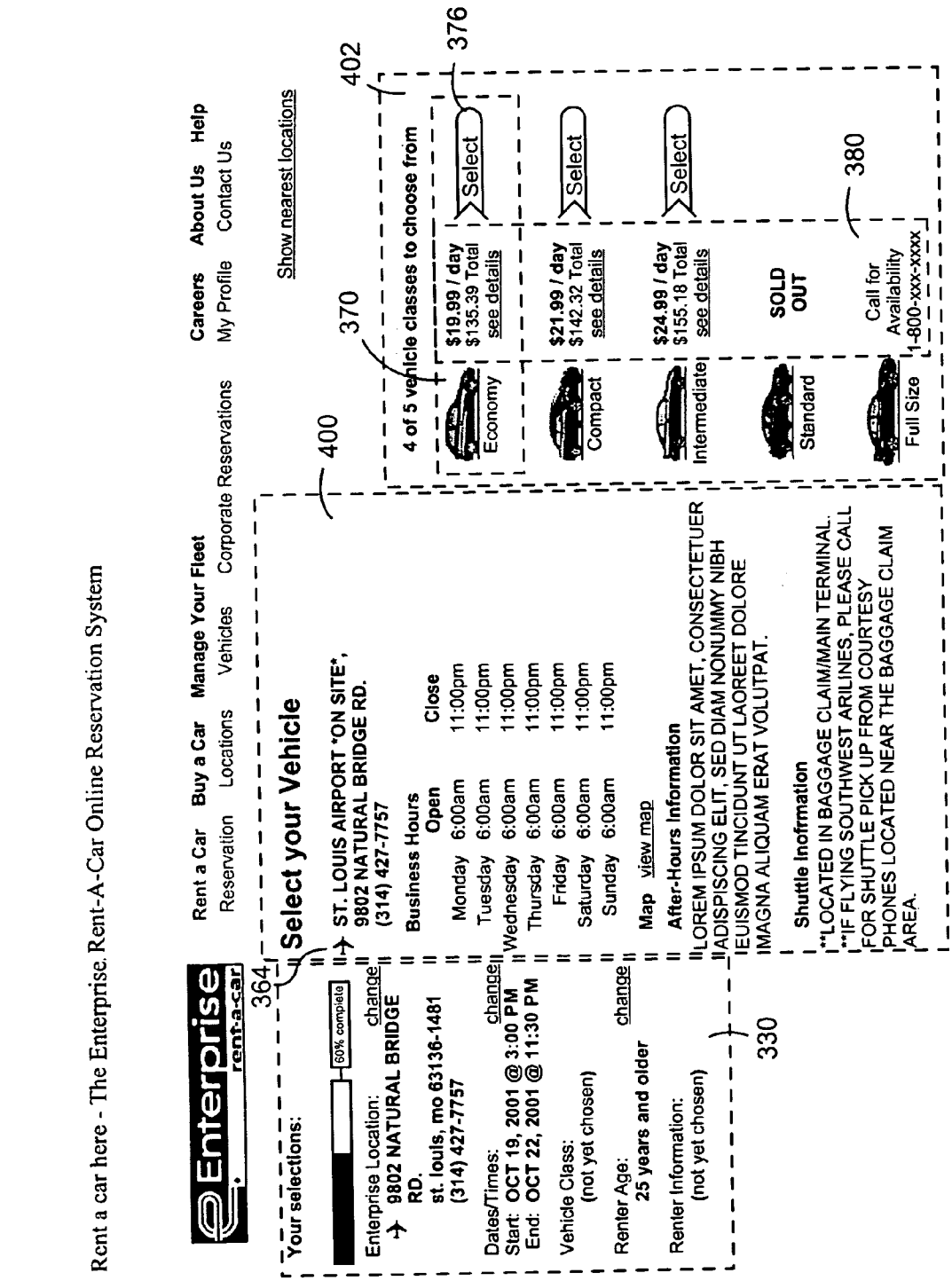

Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car Reservation
Buy a Car Locations
Manage Your Fleet Vehicles
Corporate Reservations
Careers
About Us
Help
My Profile
Contact Us
Your selections:
60% complete
Enterprise Location: change
9802 NATURAL BRIDGE RD.
st. louis, mo 63136-1481
(314) 427-7757
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
Vehicle Class: change
(not yet chosen)
Renter Age: change
25 years and older
Renter Information:
(not yet chosen)
330
364
Select your Vehicle
400
ST. LOUIS AIRPORT *ON SITE*,
9802 NATURAL BRIDGE RD.
(314) 427-7757
Business Hours
Open Close
Monday 6:00am 11:00pm
Tuesday 6:00am 11:00pm
Wednesday 6:00am 11:00pm
Thursday 6:00am 11:00pm
Friday 6:00am 11:00pm
Saturday 6:00am 11:00pm
Sunday 6:00am 11:00pm
Map view map
After-Hours Information
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER
ADISPISCING ELIT, SED DIAM NONUMMY NIBH
EUISMOD TINCIDUNT UT LAOREET DOLORE
MAGNA ALIQUAM ERAT VOLUTPAT.
Shuttle Inofrmation
**LOCATED IN BAGGAGE CLAIM/MAIN TERMINAL.
**IF FLYING SOUTHWEST ARILINES, PLEASE CALL
FOR SHUTTLE PICK UP FROM COURTESY
PHONES LOCATED NEAR THE BAGGAGE CLAIM
AREA.
Show nearest locations
370
402
4 of 5 vehicle classes to choose from
$19.99 / day
$135.39 Total
see details
Economy
Select
376
$21.99 / day
$142.32 Total
see details
Compact
Select
$24.99 / day
$155.18 Total
see details
Intermediate
Select
SOLD OUT
Standard
Call for Availability
1-800-xxx-xxxx
Full Size
380

Fig. 49

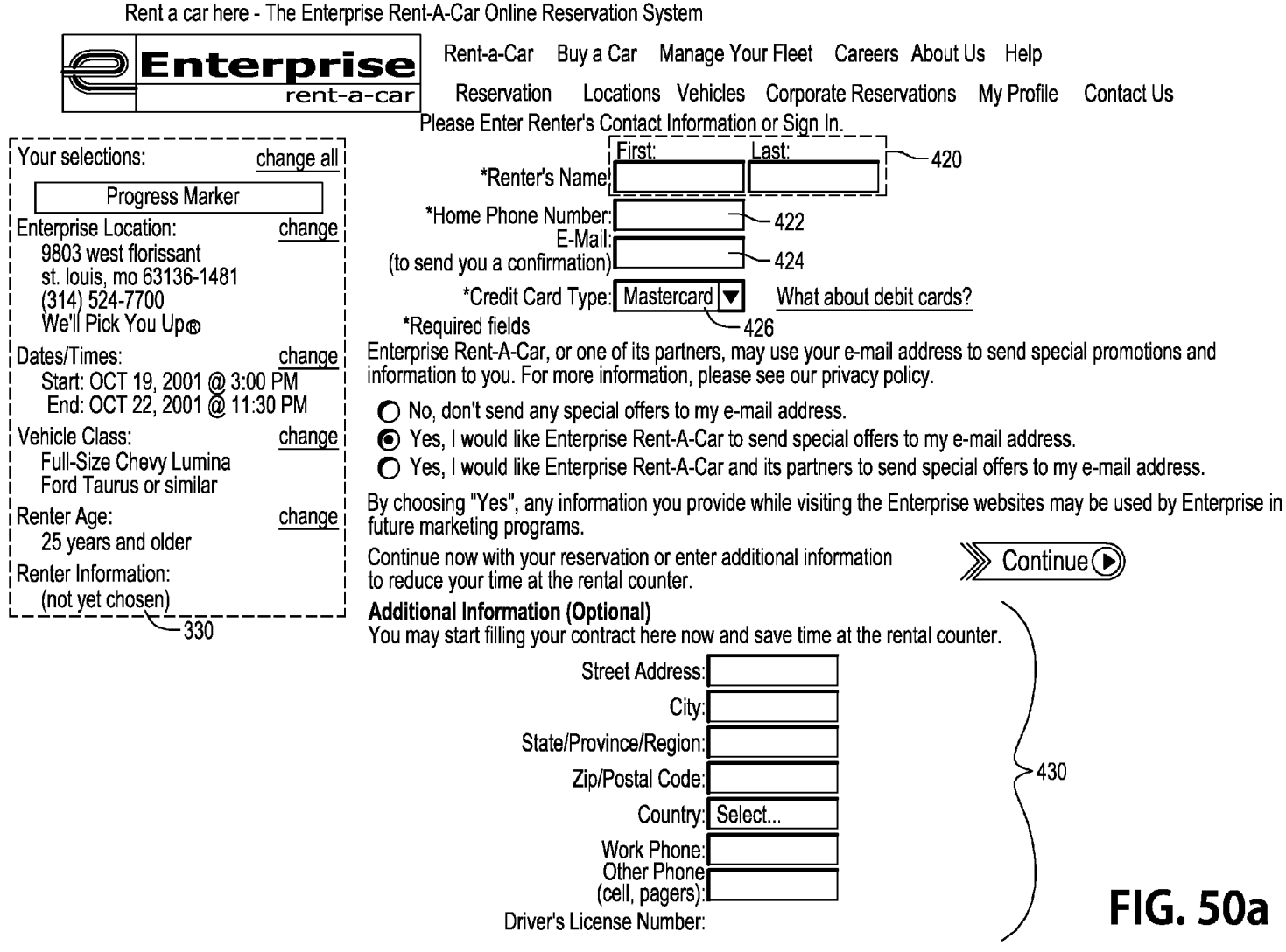

Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent-a-Car Buy a Car Manage Your Fleet Careers About Us Help
Reservation Locations Vehicles Corporate Reservations My Profile Contact Us
Please Enter Renter's Contact Information or Sign In.
Your selections: change all
Progress Marker
Enterprise Location: change
9803 west florissant
st. louis, mo 63136-1481
(314) 524-7700
We'll Pick You Up®
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
Vehicle Class: change
Full-Size Chevy Lumina
Ford Taurus or similar
Renter Age: change
25 years and older
Renter Information:
(not yet chosen)
330
First: Last:
420
*Renter's Name:
*Home Phone Number:
422
E-Mail:
(to send you a confirmation)
424
*Credit Card Type: Mastercard
What about debit cards?
426
*Required fields
Enterprise Rent-A-Car, or one of its partners, may use your e-mail address to send special promotions and information to you. For more information, please see our privacy policy.
No, don't send any special offers to my e-mail address.
Yes, I would like Enterprise Rent-A-Car to send special offers to my e-mail address.
Yes, I would like Enterprise Rent-A-Car and its partners to send special offers to my e-mail address.
By choosing "Yes", any information you provide while visiting the Enterprise websites may be used by Enterprise in future marketing programs.
Continue now with your reservation or enter additional information to reduce your time at the rental counter.
Continue
Additional Information (Optional)
You may start filling your contract here now and save time at the rental counter.
Street Address:
City:
State/Province/Region:
Zip/Postal Code:
Country: Select...
Work Phone:
Other Phone (cell, pagers):
Driver's License Number:
430

FIG. 50a

Rent a car here - The Enterprise Rent-A-Car Online Reservation System
(for US and Canadian residents only)
State/Province:
Select
430
License Expiration Date:
mm
dd
yyyy
Date of Birth:
mm
dd
yyyy
Continue
Our Pick-Up Policy:
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
Back To Top

FIG. 50b

Rent a car here - The Enterprise Rent-A-Car Online Reservation System

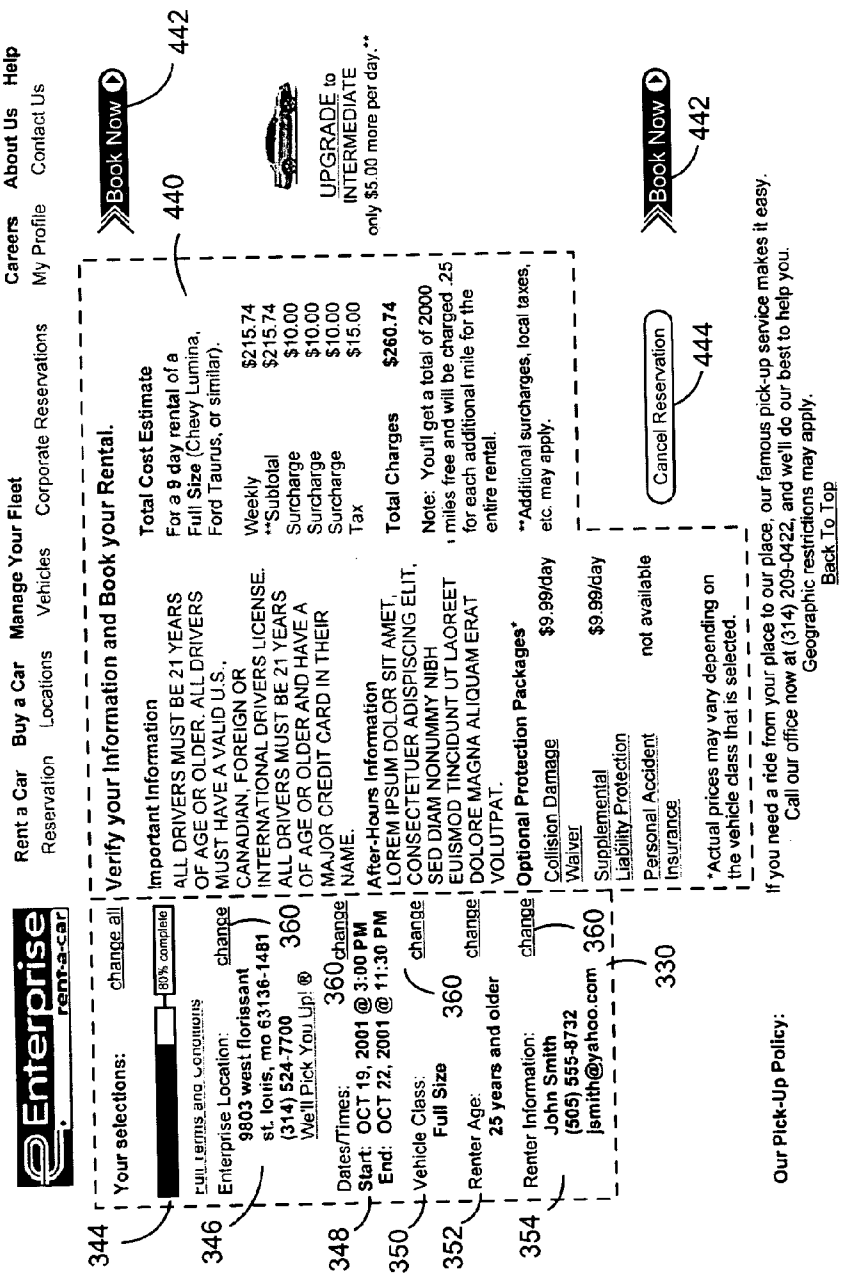


Fig. 51

Rent a car here - The Enterprise Rent-A-Car Online Reservation System

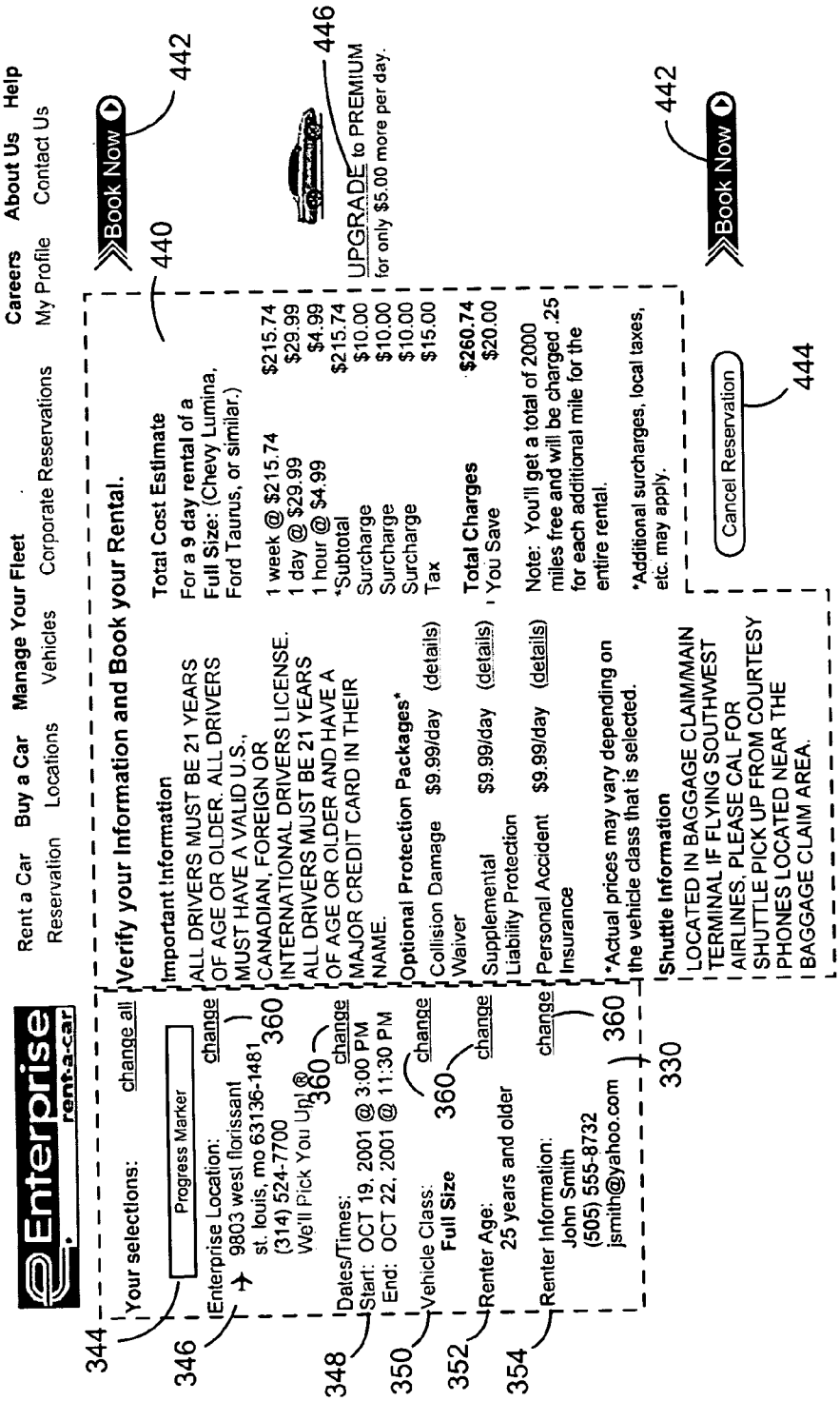


Fig. 52

Rent a car here - The Enterprise Rent-A-Car Online Reservation System

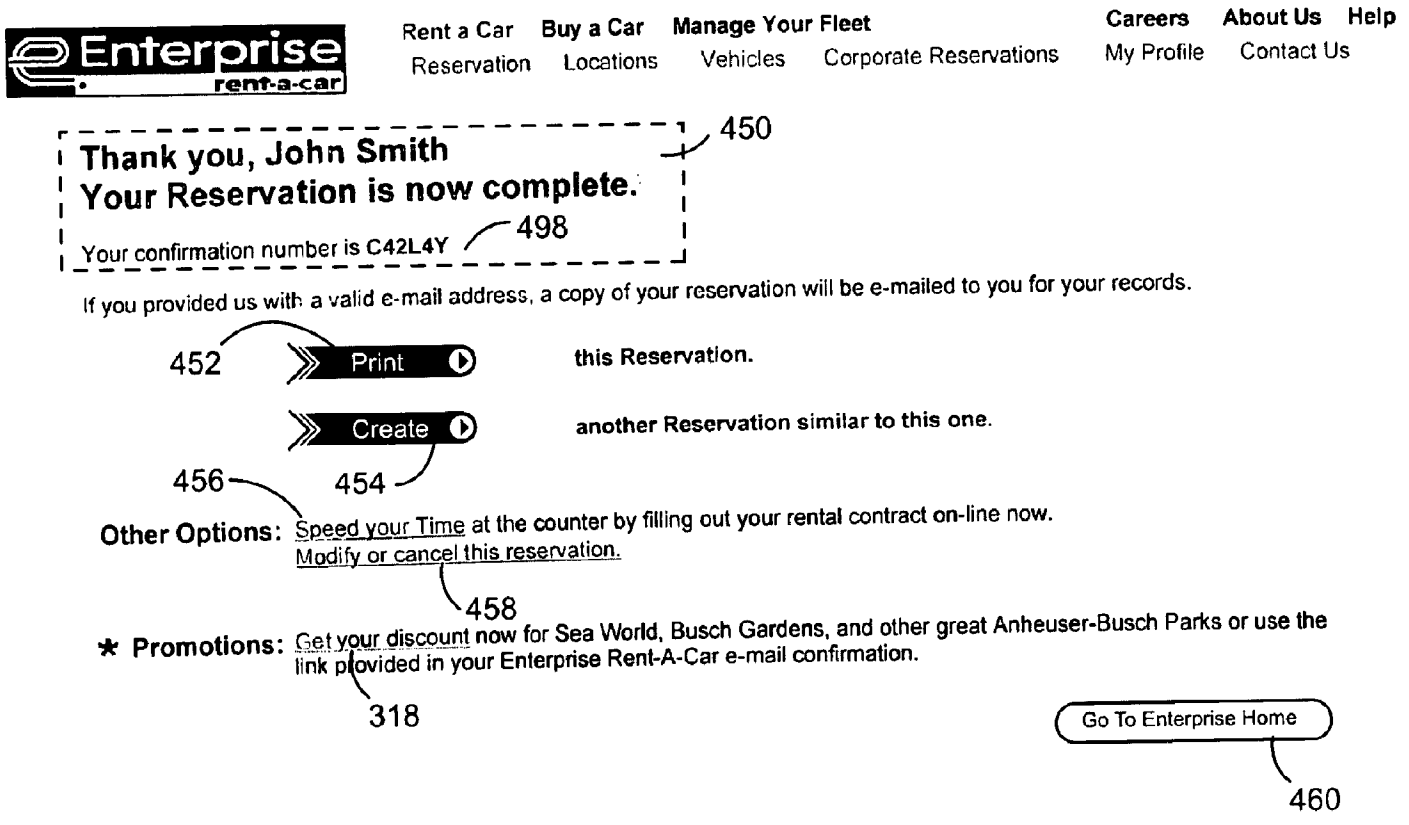


Fig. 53

Rent a car here - The Enterprise Rent-A-Car Online Reservation System

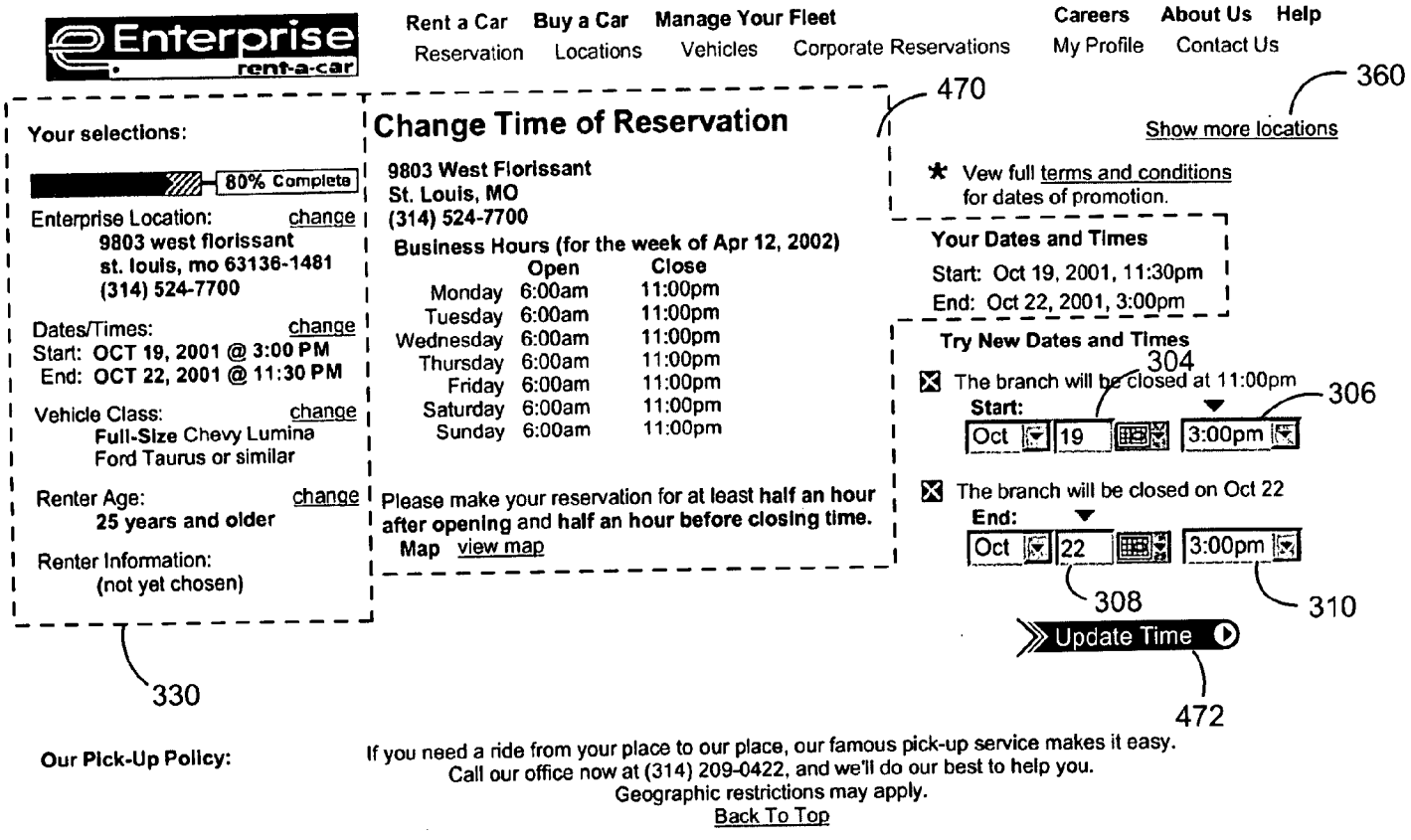


Fig. 54

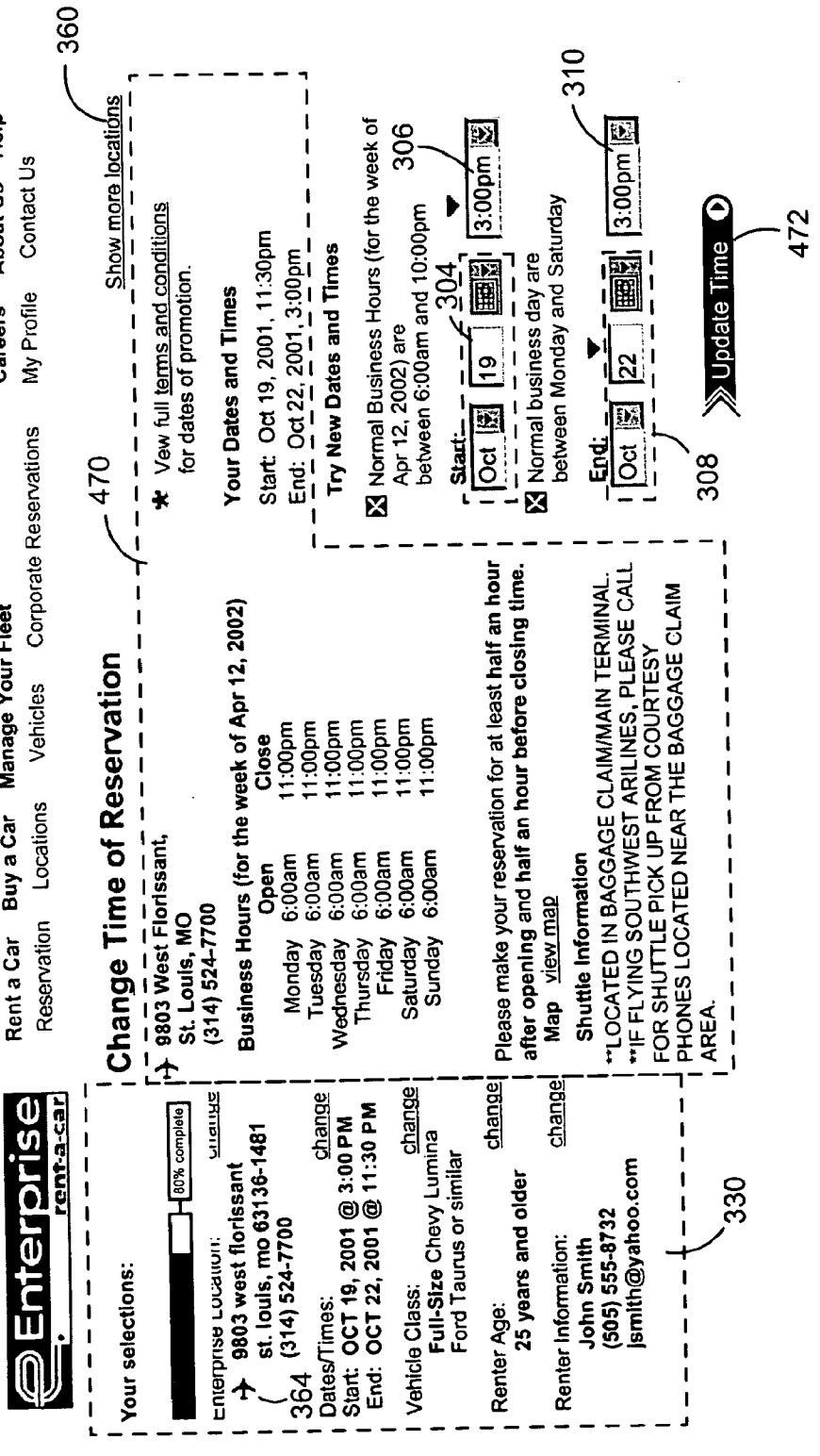
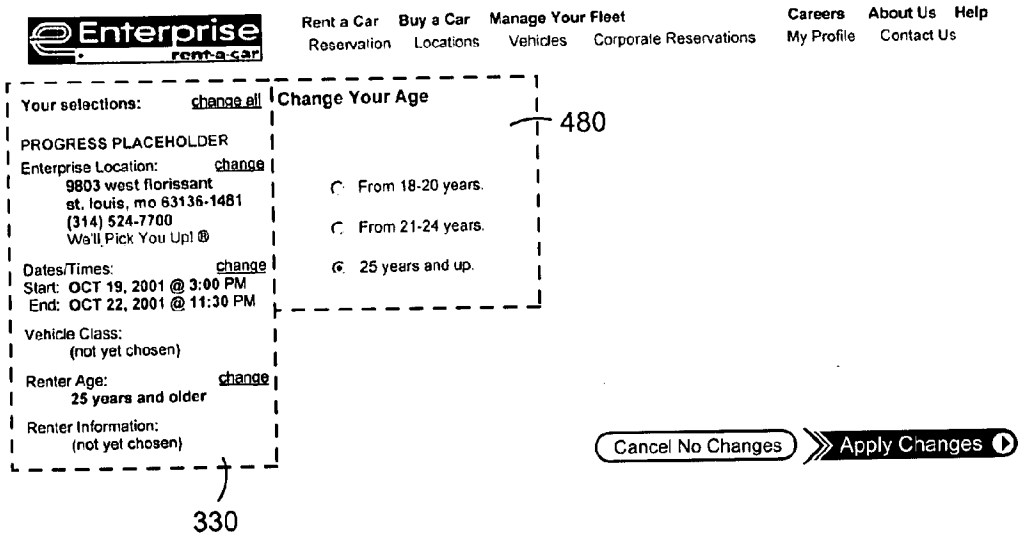

Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car Reservation
Buy a Car Locations
Manage Your Fleet Vehicles
Corporate Reservations
Careers
My Profile
About Us
Contact Us
Help
Change Time of Reservation
Your selections:
80% complete
Enterprise Location: change
9803 west florissant
st. louis, mo 63136-1481
(314) 524-7700
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
Vehicle Class: change
Full-Size Chevy Lumina
Ford Taurus or similar
Renter Age: change
25 years and older
Renter Information: change
John Smith
(505) 555-8732
jsmith@yahoo.com
9803 West Florissant,
St. Louis, MO
(314) 524-7700
Business Hours (for the week of Apr 12, 2002)
Open Close
Monday 6:00am 11:00pm
Tuesday 6:00am 11:00pm
Wednesday 6:00am 11:00pm
Thursday 6:00am 11:00pm
Friday 6:00am 11:00pm
Saturday 6:00am 11:00pm
Sunday 6:00am 11:00pm
Please make your reservation for at least half an hour after opening and half an hour before closing time.
Map view map
Shuttle Information
**LOCATED IN BAGGAGE CLAIM/MAIN TERMINAL.
**IF FLYING SOUTHWEST ARILINES, PLEASE CALL FOR SHUTTLE PICK UP FROM COURTESY PHONES LOCATED NEAR THE BAGGAGE CLAIM AREA.
View full terms and conditions for dates of promotion.
Your Dates and Times
Start: Oct 19, 2001, 11:30pm
End: Oct 22, 2001, 3:00pm
Try New Dates and Times
Normal Business Hours (for the week of Apr 12, 2002) are between 6:00am and 10:00pm
Normal business day are between Monday and Saturday
Start:
Oct 19 3:00pm
End:
Oct 22 3:00pm
Update Time
Show more locations
330
364
470
304
306
308
310
472
360

Fig. 55

Rent a car here - The Enterprise Rent-A-Car Online Reservation System



file://Y:\GROUPS\E-Commerce%20Group\Creative%20Team\Enterprise.com%202_0\2.0\MAIN_changeYourAge.html 5/30/02

Fig. 56

Enterprise Rent-A-Car

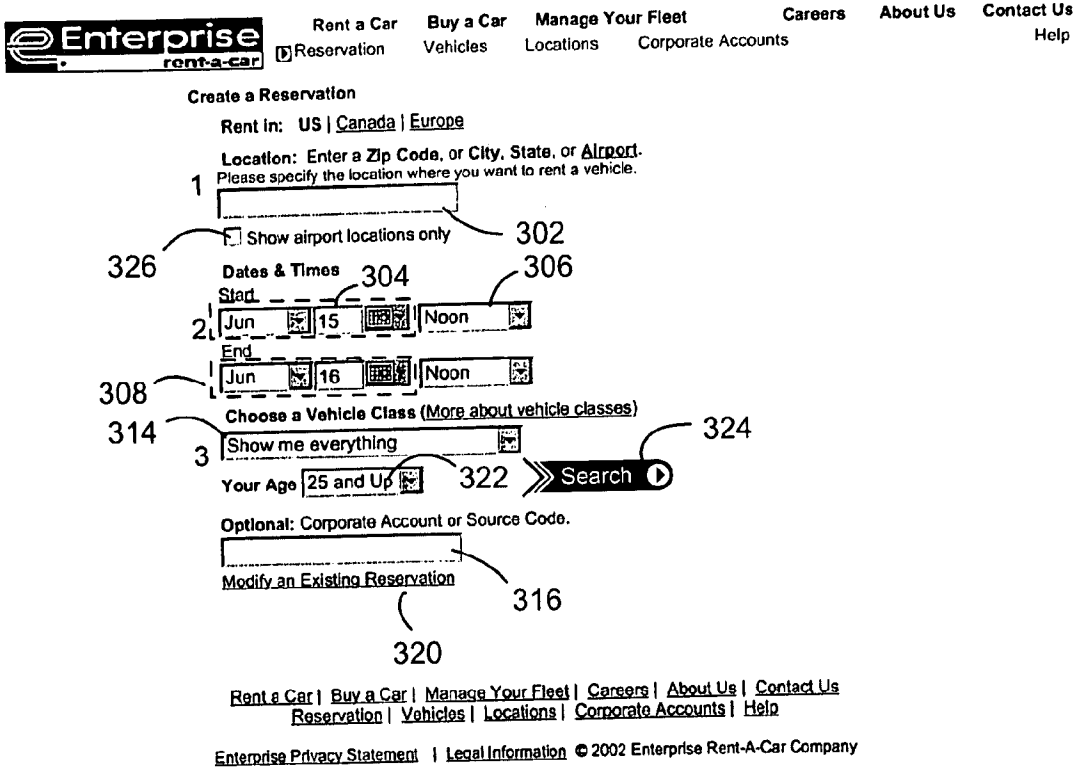


Fig. 57

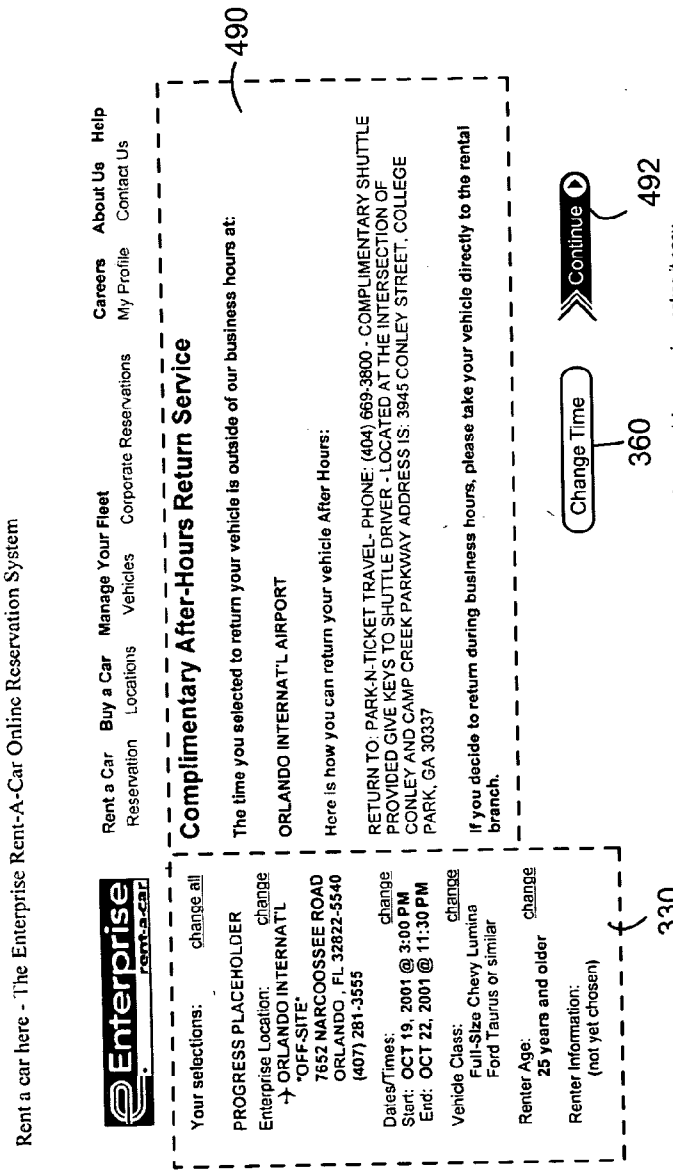

Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Rent a Car Reservation
Buy a Car Locations
Manage Your Fleet Vehicles
Corporate Reservations
Careers
My Profile
About Us
Contact Us
Help
Your selections: change all
PROGRESS PLACEHOLDER change
Enterprise Location: change
ORLANDO INTERNAT'L
"OFF-SITE"
7652 NARCOOSSEE ROAD
ORLANDO , FL 32822-5540
(407) 281-3555
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
Vehicle Class: change
Full-Size Chevy Lumina
Ford Taurus or similar
Renter Age: change
25 years and older
Renter Information:
(not yet chosen)
330
Complimentary After-Hours Return Service
The time you selected to return your vehicle is outside of our business hours at:
490
ORLANDO INTERNAT'L AIRPORT
Here is how you can return your vehicle After Hours:
RETURN TO: PARK-N-TICKET TRAVEL- PHONE: (404) 669-3800 - COMPLIMENTARY SHUTTLE PROVIDED GIVE KEYS TO SHUTTLE DRIVER - LOCATED AT THE INTERSECTION OF CONLEY AND CAMP CREEK PARKWAY ADDRESS IS: 3945 CONLEY STREET, COLLEGE PARK, GA 30337
If you decide to return during business hours, please take your vehicle directly to the rental branch.
Change Time
360
Continue
492
Our Pick-Up Policy:
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
Back To Top

Fig. 58

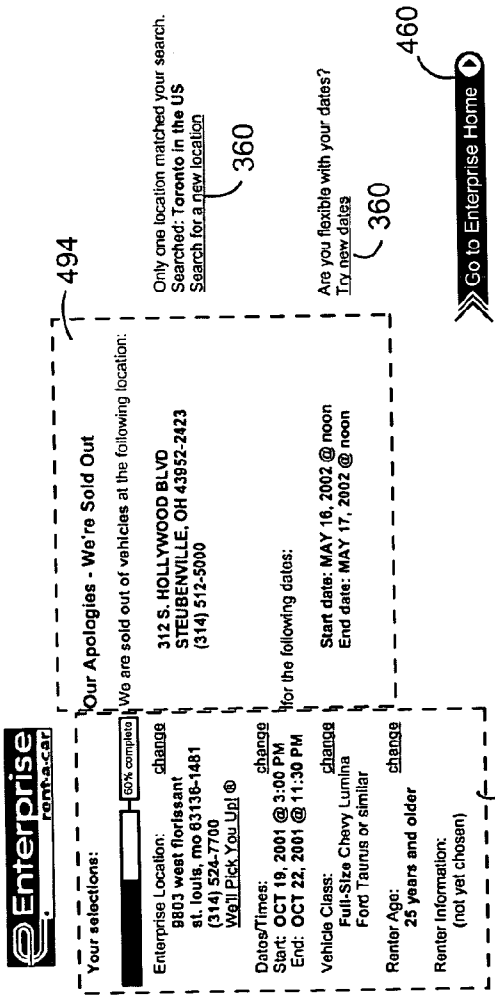

Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise rent-a-car
Your selections:
60% complete
Enterprise Location: change
9803 west florissant
st. louis, mo 63136-1481
(314) 524-7700
We'll Pick You Up! ®
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
Vehicle Class: change
Full-Size Chevy Lumina
Ford Taurus or similar
Renter Age: change
25 years and older
Renter Information:
(not yet chosen)
330
Our Apologies - We're Sold Out
494
We are sold out of vehicles at the following location:
312 S. HOLLYWOOD BLVD
STEUBENVILLE, OH 43952-2423
(314) 512-5000
for the following dates:
Start date: MAY 16, 2002 @ noon
End date: MAY 17, 2002 @ noon
Only one location matched your search.
Searched: Toronto in the US
Search for a new location
360
Are you flexible with your dates?
Try new dates
360
Go to Enterprise Home
460
Our Pick-Up Policy:
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
Back To Top

Fig. 59

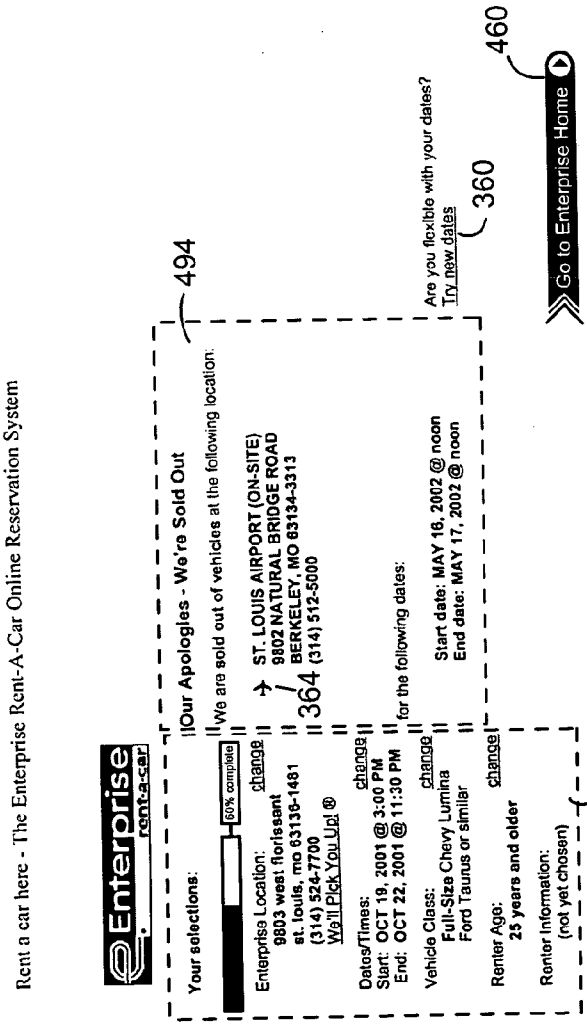

Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise
rent-a-car
Your selections:
60% complete
Enterprise Location: change
9803 west florissant
st. louis, mo 63136-1481
(314) 524-7700
We'll Pick You Up! ®
Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
Vehicle Class: change
Full-Size Chevy Lumina
Ford Taurus or similar
Renter Age: change
25 years and older
Renter Information:
(not yet chosen)
330
Our Apologies - We're Sold Out
494
We are sold out of vehicles at the following location:
ST. LOUIS AIRPORT (ON-SITE)
9802 NATURAL BRIDGE ROAD
BERKELEY, MO 63134-3313
(314) 512-5000
364
for the following dates:
Start date: MAY 16, 2002 @ noon
End date: MAY 17, 2002 @ noon
Are you flexible with your dates?
Try new dates
360
Go to Enterprise Home
460
Our Pick-Up Policy:
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
Back To Top

Fig. 60

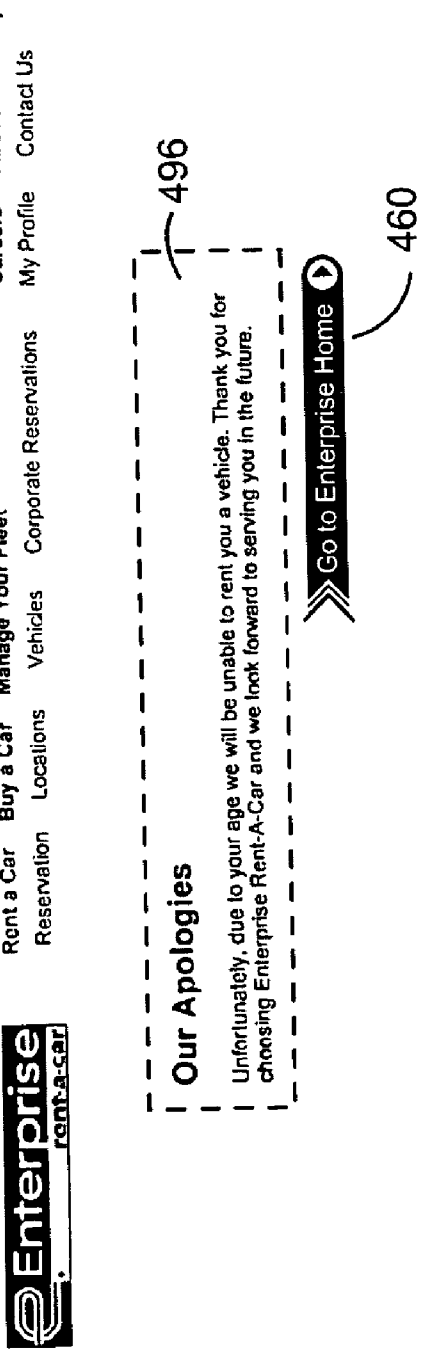

Enterprise
rent-a-car
Rent a Car
Reservation
Buy a Car
Locations
Manage Your Fleet
Vehicles
Corporate Reservations
Careers
My Profile
About Us
Contact Us
Help
Our Apologies
Unfortunately, due to your age we will be unable to rent you a vehicle. Thank you for choosing Enterprise Rent-A-Car and we look forward to serving you in the future.
Go to Enterprise Home
496
460

Fig. 61

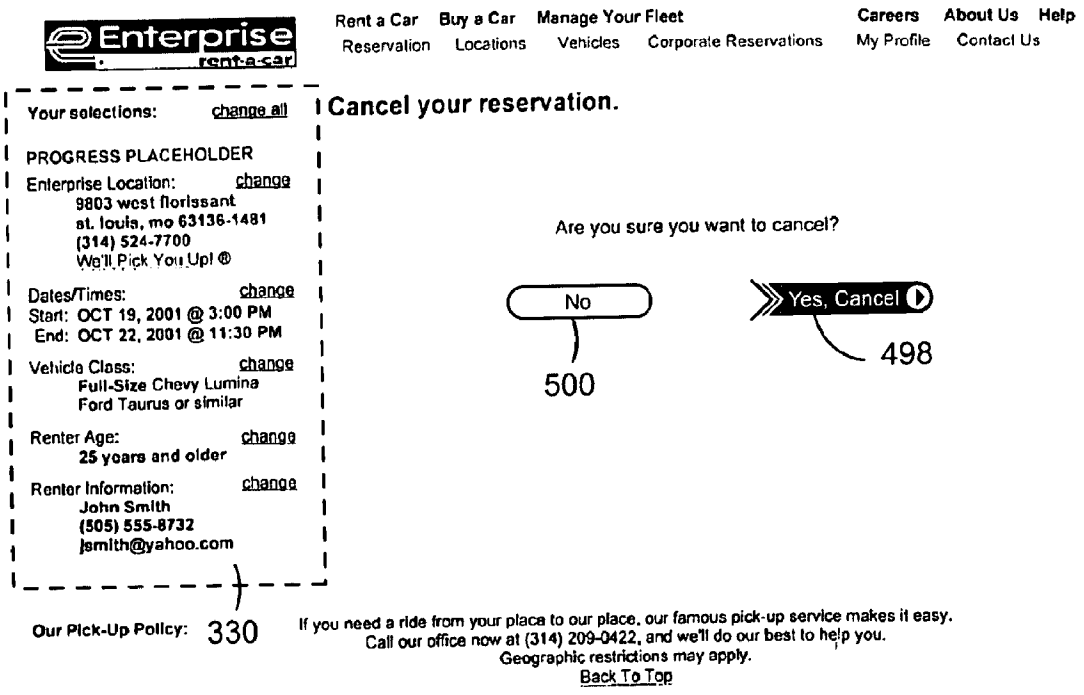

Enterprise
rent-a-car
Rent a Car
Reservation
Buy a Car
Locations
Manage Your Fleet
Vehicles
Corporate Reservations
Careers
My Profile
About Us
Contact Us
Help
Your selections:
change all
PROGRESS PLACEHOLDER
Enterprise Location:
change
9803 west florissant
st. louis, mo 63136-1481
(314) 524-7700
We'll Pick You Up! ®
Dates/Times:
change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM
Vehicle Class:
change
Full-Size Chevy Lumina
Ford Taurus or similar
Renter Age:
change
25 years and older
Renter Information:
change
John Smith
(505) 555-8732
jsmith@yahoo.com
Our Pick-Up Policy:
330
Cancel your reservation.
Are you sure you want to cancel?
No
500
Yes, Cancel
498
If you need a ride from your place to our place, our famous pick-up service makes it easy.
Call our office now at (314) 209-0422, and we'll do our best to help you.
Geographic restrictions may apply.
Back To Top

Fig. 62

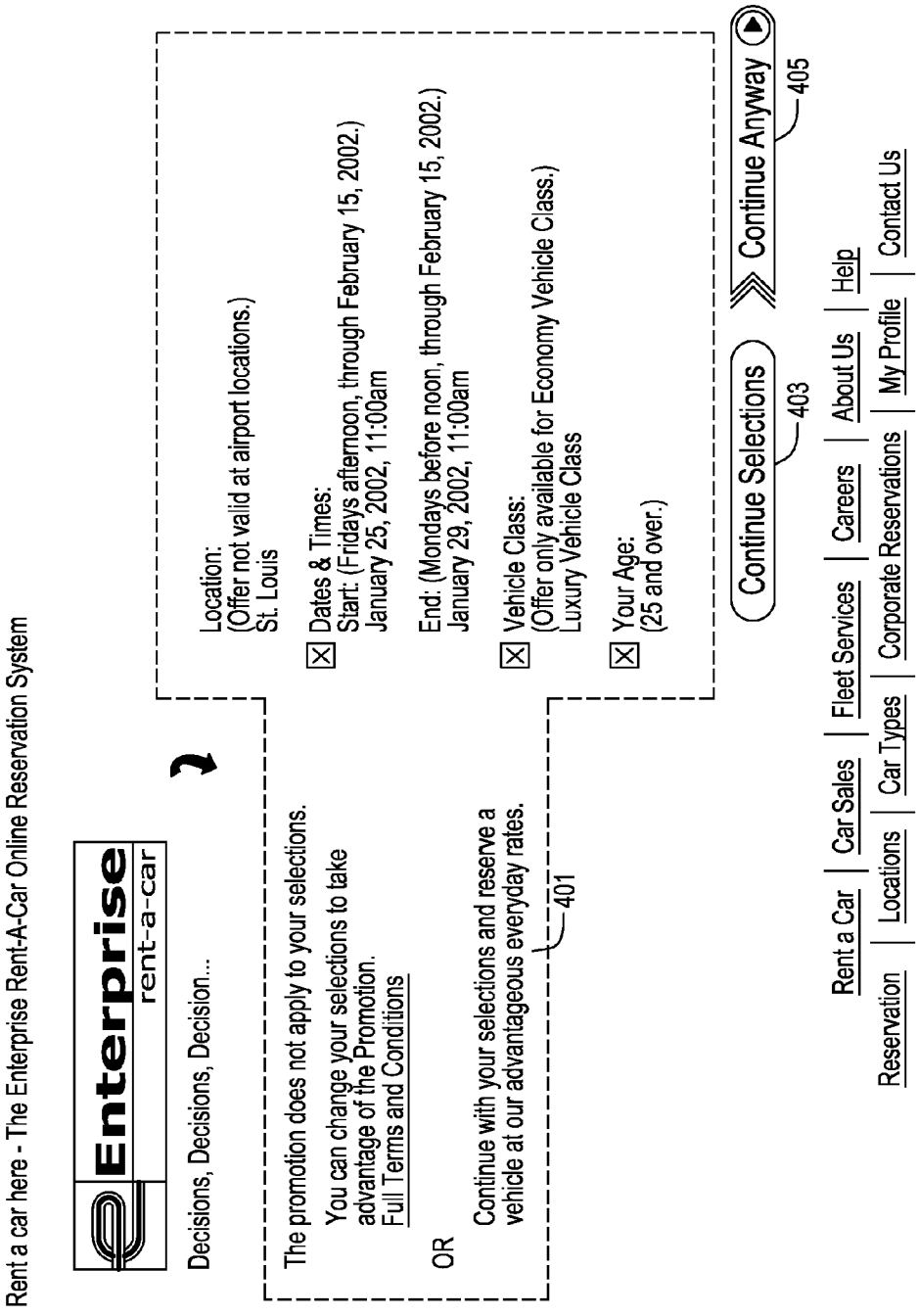

Rent a car here - The Enterprise Rent-A-Car Online Reservation System
Enterprise
rent-a-car
Decisions, Decisions, Decision...
The promotion does not apply to your selections.
You can change your selections to take advantage of the Promotion.
Full Terms and Conditions
OR
Continue with your selections and reserve a vehicle at our advantageous everyday rates.
401
Location:
(Offer not valid at airport locations.)
St. Louis
☒ Dates & Times:
Start: (Fridays afternoon, through February 15, 2002.)
January 25, 2002, 11:00am
End: (Mondays before noon, through February 15, 2002.)
January 29, 2002, 11:00am
☒ Vehicle Class:
(Offer only available for Economy Vehicle Class.)
Luxury Vehicle Class
☒ Your Age:
(25 and over.)
Continue Selections
403
Continue Anyway
405
Rent a Car | Car Sales | Fleet Services | Careers | About Us | Help
Reservation | Locations | Car Types | Corporate Reservations | My Profile | Contact Us

FIG. 63a

Rent a car here - The Enterprise Rent-A-Car Online Reservation System

Enterprise rent-a-car

Your selections:

60% Complete

Enterprise Location: change
9803 west florissant
st. louis, mo 63136-1481
(314) 524-7700

Dates/Times: change
Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM

Vehicle Class:
(not yet chosen)

Renter Age: change
25 years and older

Renter Information:
(not yet chosen)

Select your Vehicle

9803 West Florissant,
St. Louis, MO
(314) 524-7700

Business Hours

	Open	Close
Monday	6:00 am	11:00 pm
Tuesday	6:00 am	11:00 pm
Wednesday	6:00 am	11:00 pm
Thursday	6:00 am	11:00 pm
Friday	6:00 am	11:00 pm
Saturday	6:00 am	11:00 pm
Sunday	6:00 am	11:00 pm

Map View map

Show nearest locations

4 of 5 vehicle classes to choose from

Economy — $19.99 CDN / day, $135.39 CDN Total, see details — Select

Compact — NOT AVAILABLE

Intermediate — $24.99 CDN / day, $155.18 CDN Total, see details — Select

Standard — SOLD OUT

Full Size — Vehicle not in agreement

Our Pick-Up Policy: If you need a ride from your place to our place, our famous pick-up service makes it easy. Call our office now at (314) 209-0422, and we'll do our best to help you. Geographic restrictions may apply.

Back To Top

FIG. 63b

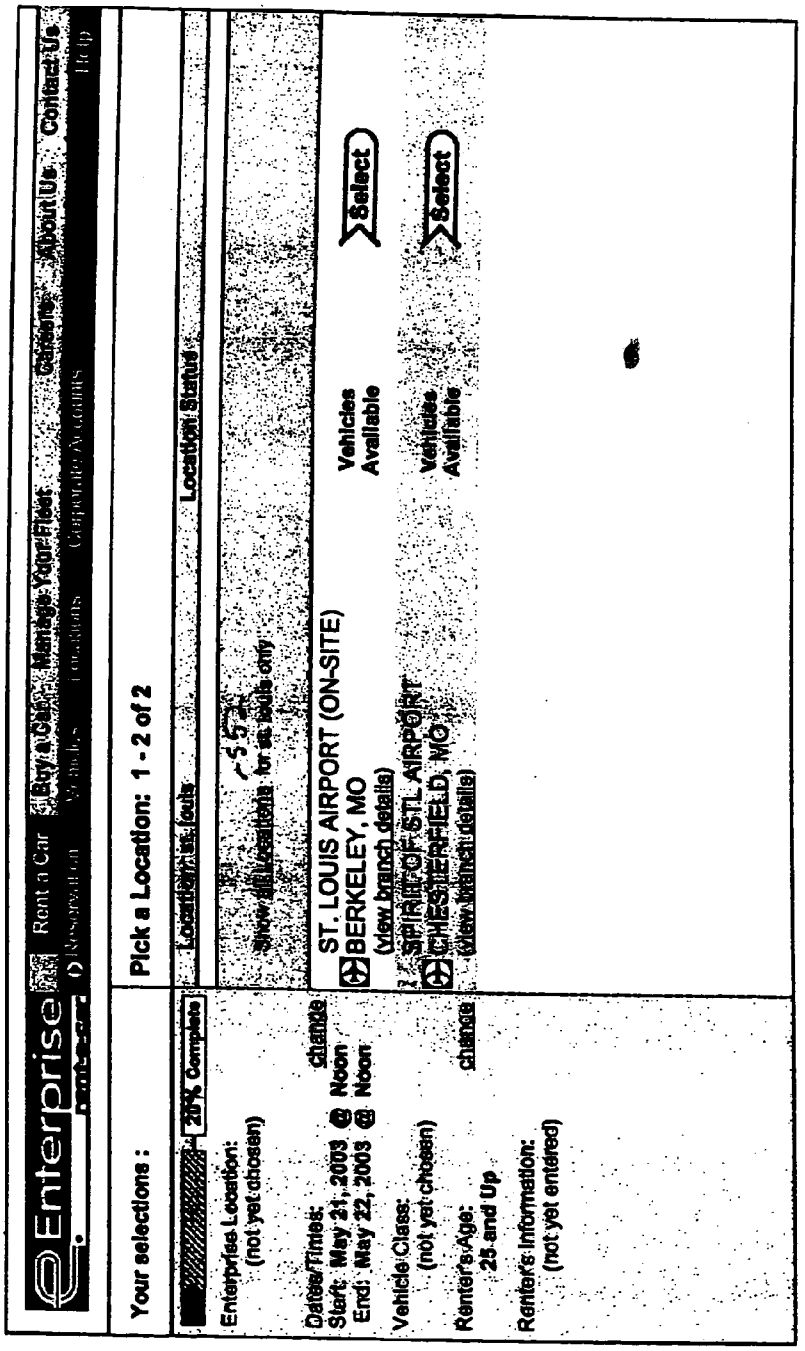

Enterprise
Rent a Car
Buy a Car
Manage Your Fleet
Careers
About Us
Contact Us
Reservation
Vehicles
Locations
Corporate Accounts
Help
Your selections :
Pick a Location: 1 - 2 of 2
25% Complete
Location List
Location Status
Enterprise Location:
(not yet chosen)
Dates/Times:
Start: May 21, 2003 @ Noon
End: May 22, 2003 @ Noon
change
Vehicle Class:
(not yet chosen)
Renter's Age:
25 and Up
change
Renter's Information:
(not yet entered)
Show all locations for selected city
ST. LOUIS AIRPORT (ON-SITE)
BERKELEY, MO
(view branch details)
Vehicles Available
Select
SPIRIT OF ST. LOUIS AIRPORT
CHESTERFIELD, MO
(view branch details)
Vehicles Available
Select
Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Contact Us
Reservation | Vehicles | Locations | Corporate Accounts | Help
Enterprise Privacy Statement | Legal Information © 2003 Enterprise Rent-A-Car Company. Patent Pending

Figure 64

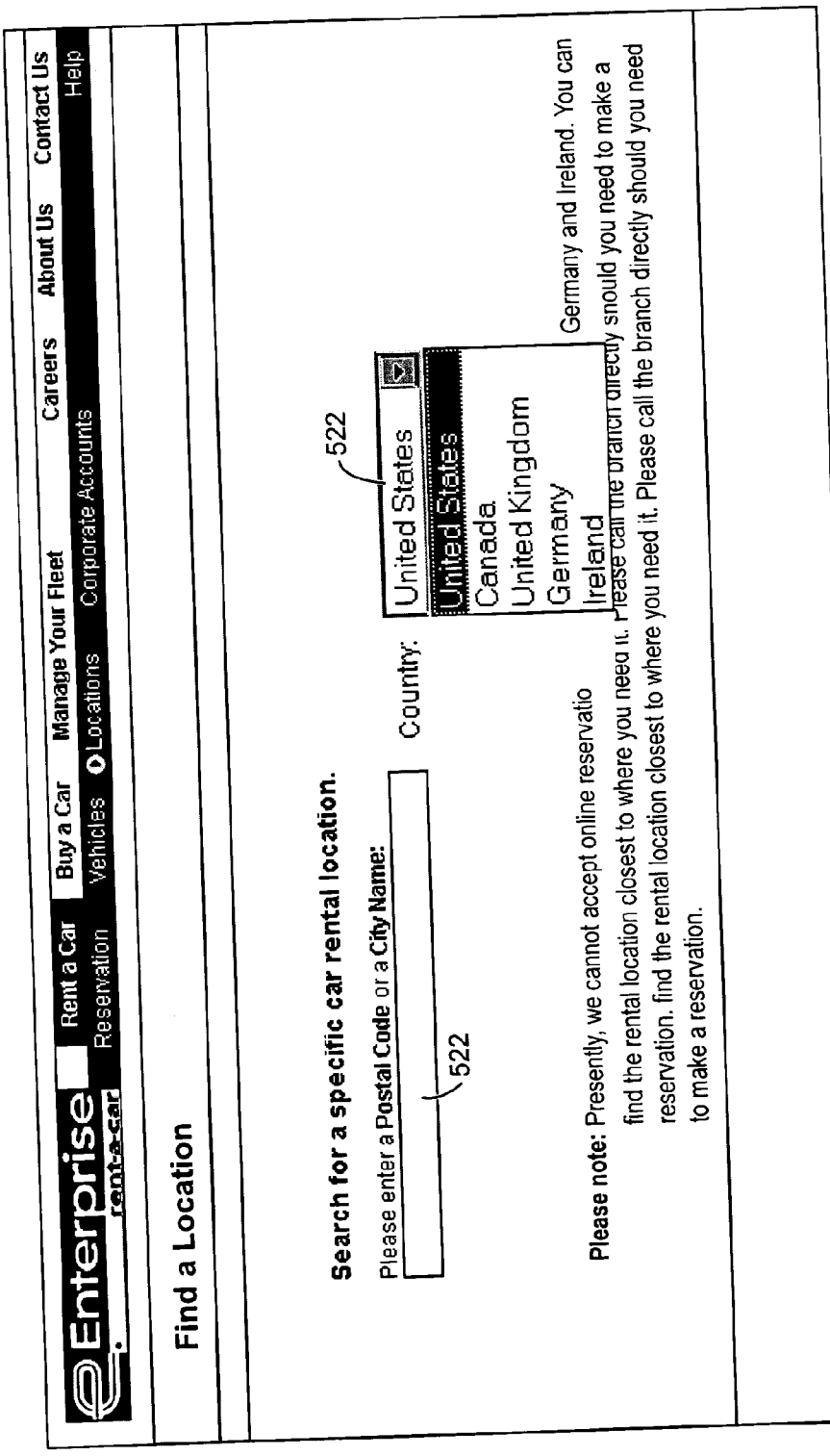

Enterprise rent-a-car
Rent a Car
Reservation
Buy a Car
Vehicles
Manage Your Fleet
Locations
Careers
Corporate Accounts
About Us
Contact Us
Help
Find a Location
Search for a specific car rental location.
Please enter a Postal Code or a City Name:
522
Country:
United States
522
United States
Canada
United Kingdom
Germany
Ireland
Germany and Ireland. You can
Please note: Presently, we cannot accept online reservatio
find the rental location closest to where you need it.
reservation. find the rental location closest to where you need it. Please call the branch directly should you need
to make a reservation.
Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Contact Us
Reservation | Vehicles | Locations | Corporate Accounts | Help
Enterprise Privacy Statement | Legal Information © 2003 Enterprise Rent-A-Car Company. Patent Pending

Fig. 65

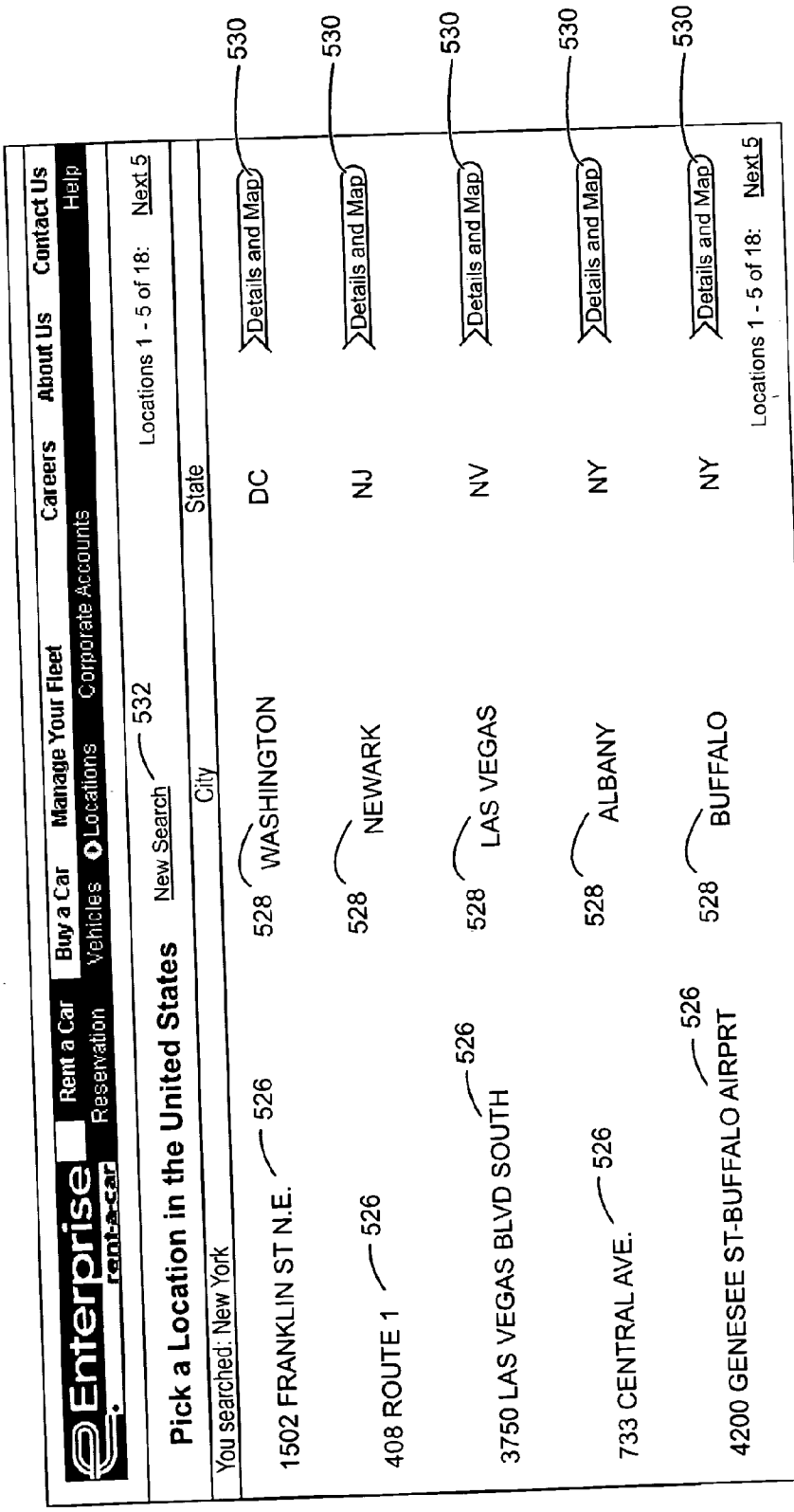

Enterprise rent-a-car
Rent a Car
Reservation
Buy a Car
Vehicles
Manage Your Fleet
Locations
Careers
Corporate Accounts
About Us
Contact Us
Help
Pick a Location in the United States
New Search
532
Locations 1 - 5 of 18:
Next 5
You searched: New York
City
State
1502 FRANKLIN ST N.E.
526
528
WASHINGTON
DC
Details and Map
530
408 ROUTE 1
526
528
NEWARK
NJ
Details and Map
530
3750 LAS VEGAS BLVD SOUTH
526
528
LAS VEGAS
NV
Details and Map
530
733 CENTRAL AVE.
526
528
ALBANY
NY
Details and Map
530
4200 GENESEE ST-BUFFALO AIRPRT
526
528
BUFFALO
NY
Details and Map
530
Locations 1 - 5 of 18:
Next 5
Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Contact Us
Reservation | Vehicles | Locations | Corporate Accounts | Help
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Fig. 66

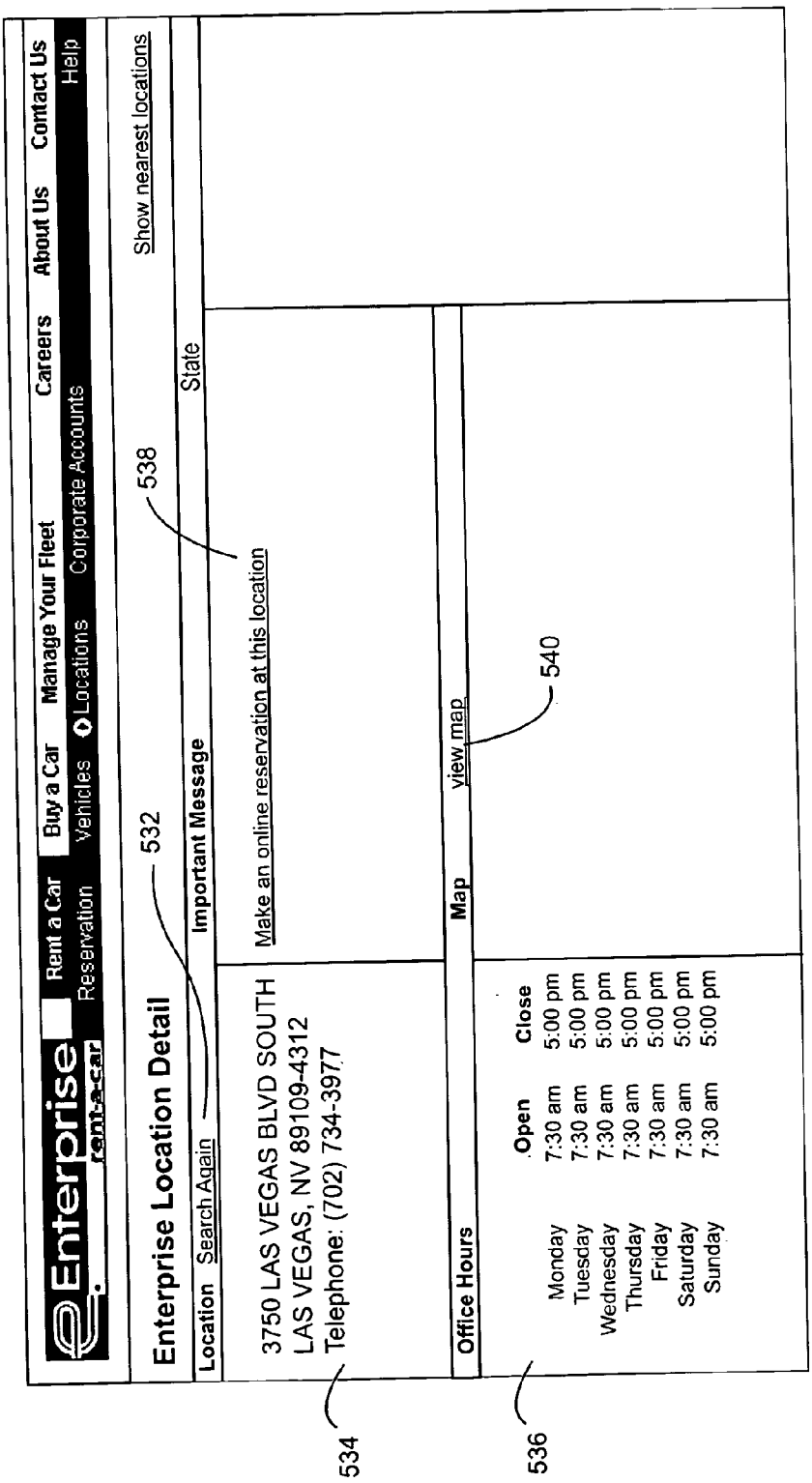
Enterprise rent-a-car
Reservation
Rent a Car
Buy a Car
Vehicles
Manage Your Fleet
Locations
Careers
Corporate Accounts
About Us
Contact Us
Help
Enterprise Location Detail
532
538
Show nearest locations
Location Search Again
Important Message
State
3750 LAS VEGAS BLVD SOUTH
LAS VEGAS, NV 89109-4312
Telephone: (702) 734-3977
Make an online reservation at this location
Map
view map
540
534
536
Office Hours
Open
Close
Monday 7:30 am 5:00 pm
Tuesday 7:30 am 5:00 pm
Wednesday 7:30 am 5:00 pm
Thursday 7:30 am 5:00 pm
Friday 7:30 am 5:00 pm
Saturday 7:30 am 5:00 pm
Sunday 7:30 am 5:00 pm
Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Contact Us
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Fig. 67

602 600

1.4.1 *Get Rates*

Values Sent by Business Partner:	Example:
Core Information	
PickUpDateTime	"2003-05-19T13:00:00.000Z"
ReturnDateTime	"2003-06-16T15:00:00.000Z"
LocationCode	"STL"
LocationCode	"STL"

Values Returned:	Example:
Core Information	
PickUpDateTime	"2003-05-19T13:00:00.000Z"
ReturnDateTime	"2003-06-16T15:00:00.000Z"
LocationCode	"STL"
LocationCode	"STL"
VehAvail	
Status	"Available", "Unavailable"
Size	"3"
RentalRate	
sAmount	"13.24"
CurrencyCode	"USD"
Description	"Hourly", "Weekly", "SURCHARGE", "Total charges"
Quantity	"2"
UnitCharge	"6.62"
TotalCharge	"661.04"
MileageRule	MILEAGE IS UNLIMITED WHEN VEHICLE REMAINS IN MO AND IL.
PricedCoverage	
Coverage Description	Enterprise offers Collision Damage Waiver (CDW) in its rental contract throughout the United States and Canada. CDW is an option that if offered and accepted at the time of rental, waives or reduces the customer's responsibility for loss of or damage to the rental vehicle subject to all terms and conditions of the rental agreement and applicable laws. In most states or provinces, you are responsible for vehicle damage so examine your insurance policy for rental vehicle coverage. The purchase of CDW is not required to rent a car. CDW cost is $17.99 or less per day at your selected location.
Coverage Amount	"0.00"
Coverage Currency	"USD"
Coverage Unit	"Day"
Coverage Unit Cost	"17.99"
Location Information	
Name	"ST. LOUIS AIRPORT (ON-SITE)"
Address	9802 NATURAL BRIDGE ROAD
PostalCode	631343313
CountryName	"US"
StateProv	"MO"
CityName	BERKELEY
PhoneUseType	"6"
PhoneNumber	"4277757"
AreaCityCode	"314"
AdditionalInfo	
Title	"AGE", "SHTL"
Text	ALL DRIVERS MUST BE 21 YEARS OF AGE OR OLDER.

Fig. 68

1.4.2 *Create Reservation*

602 600

Values Sent by Business Partner:	Example:
Core Information	
PickUpDateTime	"2003-05-19T13:00:00.000Z"
ReturnDateTime	"2003-06-16T15:00:00.000Z"
LocationCode	"STL"
LocationCode	"STL"
Renter Information	
GivenName	Joe
Surname	Smith
Telephone Type	"4"
PhoneNumber	"5125000"
AreaCityCode	"314"
Email	test.renter@erac.com
Vehicle Class	"10"
Payment CardNumber	"0000-000-00000"
CardType	"1"
Card Code	"AE","MC"
Expire Date	"0503"

Fig. 69a

602 600

Values Returned:	Example:
Success	
Renter Information	
GivenName	Joe
Surname	Smith
Telephone Type	"4"
PhoneNumber	"5125000"
AreaCityCode	"314"
Email	test.renter@erac.com
Reservation Core	
Confirmation Number	"C44CD6"
PickUpDateTime	"2003-05-19T13:00:00.000Z"
ReturnDateTime	"2003-06-16T15:00:00.000Z"
LocationCode	"STL"
LocationCode	"STL"
Vehicle Infomation	
Size	"10"
RentalRate	
Amount	"13.24"
CurrencyCode	"USD"
Description	"Hourly", "Weekly", "SURCHARGE", "Total charges"
Quantity	"2"
UnitCharge	"6.62"
TotalCharge	"661.04"
MileageRule	MILEAGE IS UNLIMITED WHEN VEHICLE REMAINS IN MO AND IL.
PricedCoverage	
Coverage Description	Enterprise offers Collision Damage Waiver (CDW) in its rental contract throughout the United States and Canada. CDW is an option that if offered and accepted at the time of rental, waives or reduces the customer's responsibility for loss of or damage to the rental vehicle subject to all terms and conditions of the rental agreement and applicable laws. In most states or provinces, you are responsible for vehicle damage so examine your insurance policy for rental vehicle coverage. The purchase of CDW is not required to rent a car. CDW cost is $17.99 or less per day at your selected location.
Coverage Amount	"0.00"
Coverage Currency	"USD"
Coverage Unit	"Day"
Coverage Unit Cost	"17.99"
Location Information	
Name	"ST. LOUIS AIRPORT (ON-SITE)"
Address	9802 NATURAL BRIDGE ROAD
PostalCode	631343313
CountryName	"US"
StateProv	"MO"
CityName	BERKELEY
PhoneUseType	"6"
PhoneNumber	"4277757"
AreaCityCode	"314"
AdditionalInfo	
Title	"AGE", "SHTL"
Text	ALL DRIVERS MUST BE 21 YEARS OF AGE OR OLDER.

Fig. 69b

602 600

1.4.3 *Get Reservation*

Values Sent by Business Partner:	Example:
Reservation Core	
Confirmation Number	"C44CD6"
Renter Information	
GivenName	Joe
Surname	Smith

Values Returned:	Example:
Renter Information	
GivenName	Joe
Surname	Smith
Telephone Type	"4"
PhoneNumber	"5125000"
AreaCityCode	"314"
Email	test.renter@erac.com
Reservation Core	
Confirmation Number	"C44CD6"
PickUpDateTime	"2003-05-19T13:00:00.000Z"
ReturnDateTime	"2003-06-16T15:00:00.000Z"
LocationCode	"STL"
LocationCode	"STL"
Vehicle Infomation	
Size	"10"
RentalRate	
Amount	"13.24"
CurrencyCode	"USD"
Description	"Hourly", "Weekly", "SURCHARGE", "Total charges"
Quantity	"2"
UnitCharge	"6.62"
TotalCharge	"661.04"
MileageRule	MILEAGE IS UNLIMITED WHEN VEHICLE REMAINS IN MO AND IL.
PricedCoverage	
Coverage Description	Enterprise offers Collision Damage Waiver (CDW) in its rental contract throughout the United States and Canada. CDW is an option that if offered and accepted at the time of rental, waives or reduces the customer's responsibility for loss of or damage to the rental vehicle subject to all terms and conditions of the rental agreement and applicable laws. In most states or provinces, you are responsible for vehicle damage so examine your insurance policy for rental vehicle coverage. The purchase of CDW is not required to rent a car. CDW cost is $17.99 or less per day at your selected location.
Coverage Amount	"0.00"
Coverage Currency	"USD"
Coverage Unit	"Day"
Coverage Unit Cost	"17.99"
Location Information	
Name	"ST. LOUIS AIRPORT (ON-SITE)"
Address	9802 NATURAL BRIDGE ROAD
PostalCode	631343313
CountryName	"US"
StateProv	"MO"
CityName	BERKELEY
PhoneUseType	"6"
PhoneNumber	"4277757"
AreaCityCode	"314"
AdditionalInfo	
Title	"AGE", "SHTL"
Text	ALL DRIVERS MUST BE 21 YEARS OF AGE OR OLDER.

Fig. 70

1.4.4 *Modify Reservation*

602 600

Values Sent by Business Partner:		Example:
Reservation Core		
	Confirmation Number	"C44CD6"
	PickUpDateTime	"2003-05-19T13:00:00.000Z"
	ReturnDateTime	"2003-06-16T15:00:00.000Z"
	LocationCode	"STL"
	LocationCode	"STL"
Renter Information		
	GivenName	Test
	Surname	Renter
	Telephone Type	"4"
	PhoneNumber	"5125000"
	AreaCityCode	"314"
	Email	test.renter@erac.com
	Vehicle Class	"10"
	Payment CardNumber	"0"
	CardType	"1"
	Card Code	"AE"
	Expire Date	"0503"

Fig. 71a

602 600

Values Returned:	Example:
Success	
Modify Status	"Modified"
Renter Information	
GivenName	Test
Surname	Renter
Telephone Type	"4"
PhoneNumber	"5125000"
AreaCityCode	"314"
Email	test.renter@erac.com
Reservation Core	
Confirmation Number	"C44CD6"
PickUpDateTime	"2003-05-19T13:00:00.000Z"
ReturnDateTime	"2003-06-16T15:00:00.000Z"
LocationCode	"STL"
LocationCode	"STL"
Vehicle Infomation	
Size	"10"
RentalRate	
Amount	"25.74"
CurrencyCode	"USD"
Description	"Hourly", "Weekly", "SURCHARGE", "*Subtotal", "AIRPORT ACCESS FEE", "Total charges"
UnitName	"Hour", "Week", "Day"
Quantity	"2"
UnitCharge	"12.87"
EstimatedTotalAmount	"1313.02"
RateTotalAmount	"1145.54"
MileageRule	MILEAGE IS UNLIMITED WHEN VEHICLE REMAINS IN MO AND IL. IF TRAVELING OUTSIDE OF THESE STATES, MILEAGE IS CHARGED AT 150 FREE MILES PER DAY AND .25 FOR EACH ADDITIONAL MILE, FOR THE ENTIRE RENTAL. DRIVERS MUST BE 25 YEARS OLD OR OLDER TO RENT.
PricedCoverage	
Coverage Description	Enterprise offers Collision Damage Waiver (CDW) in its rental contract throughout the United States and Canada. CDW is an option that if offered and accepted at the time of rental, waives or reduces the customer's responsibility for loss of or damage to the rental vehicle subject to all terms and conditions of the rental agreement and applicable laws. In most states or provinces, you are responsible for vehicle damage so examine your insurance policy for rental vehicle coverage. The purchase of CDW is not required to rent a car. CDW cost is $17.99 or less per day at your selected location.
Coverage Amount	"0.00"
Coverage Currency	"USD"
Coverage Unit	"Day"
Coverage Unit Cost	"17.99"
Location Information	
Name	"ST. LOUIS AIRPORT (ON-SITE)"
Address	9802 NATURAL BRIDGE ROAD
PostalCode	631343313
CountryName	"US"
StateProv	"MO"
CityName	BERKELEY
PhoneUseType	"6"
PhoneNumber	"4277757"
AreaCityCode	"314"
AdditionalInfo	
Title	"AGE", "SHTL"
Text	ALL DRIVERS MUST BE 21 YEARS OF AGE OR OLDER.

Fig. 71b

602 600

1.4.5 *Cancel Reservation*

Values Sent by Business Partner:		**Example:**
Reservation Core		
	Confirmation Number	"C44CD6"
Renter Information		
	GivenName	Joe
	Surname	Smith

Values Returned:		**Example:**
Success		
	Cancel Status	"Cancelled"
	Confirmation Number	"C44CD6"

Fig. 72

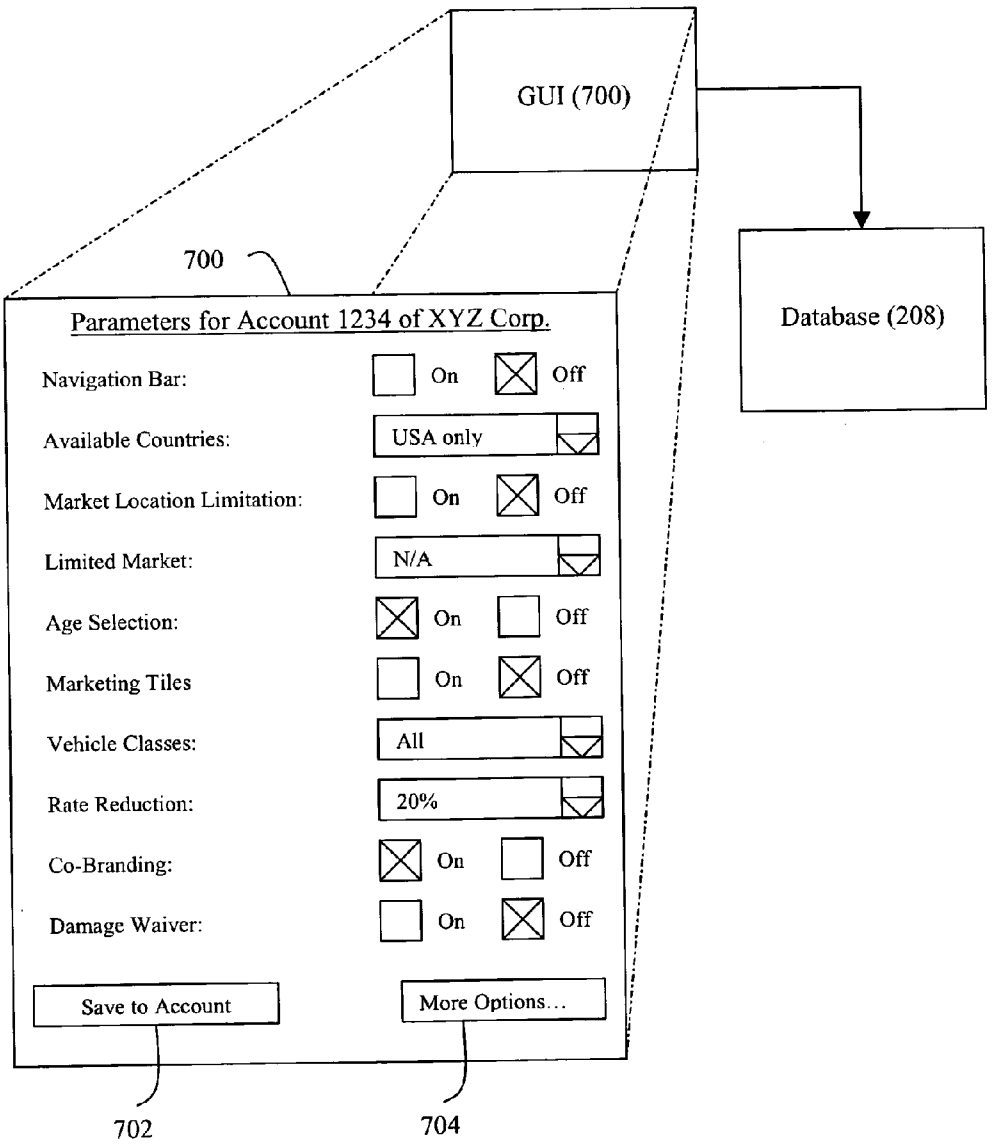

GUI (700)
Database (208)
700
Parameters for Account 1234 of XYZ Corp.
Navigation Bar:
On
Off
Available Countries:
USA only
Market Location Limitation:
On
Off
Limited Market:
N/A
Age Selection:
On
Off
Marketing Tiles
On
Off
Vehicle Classes:
All
Rate Reduction:
20%
Co-Branding:
On
Off
Damage Waiver:
On
Off
Save to Account
More Options...
702
704

Fig. 73

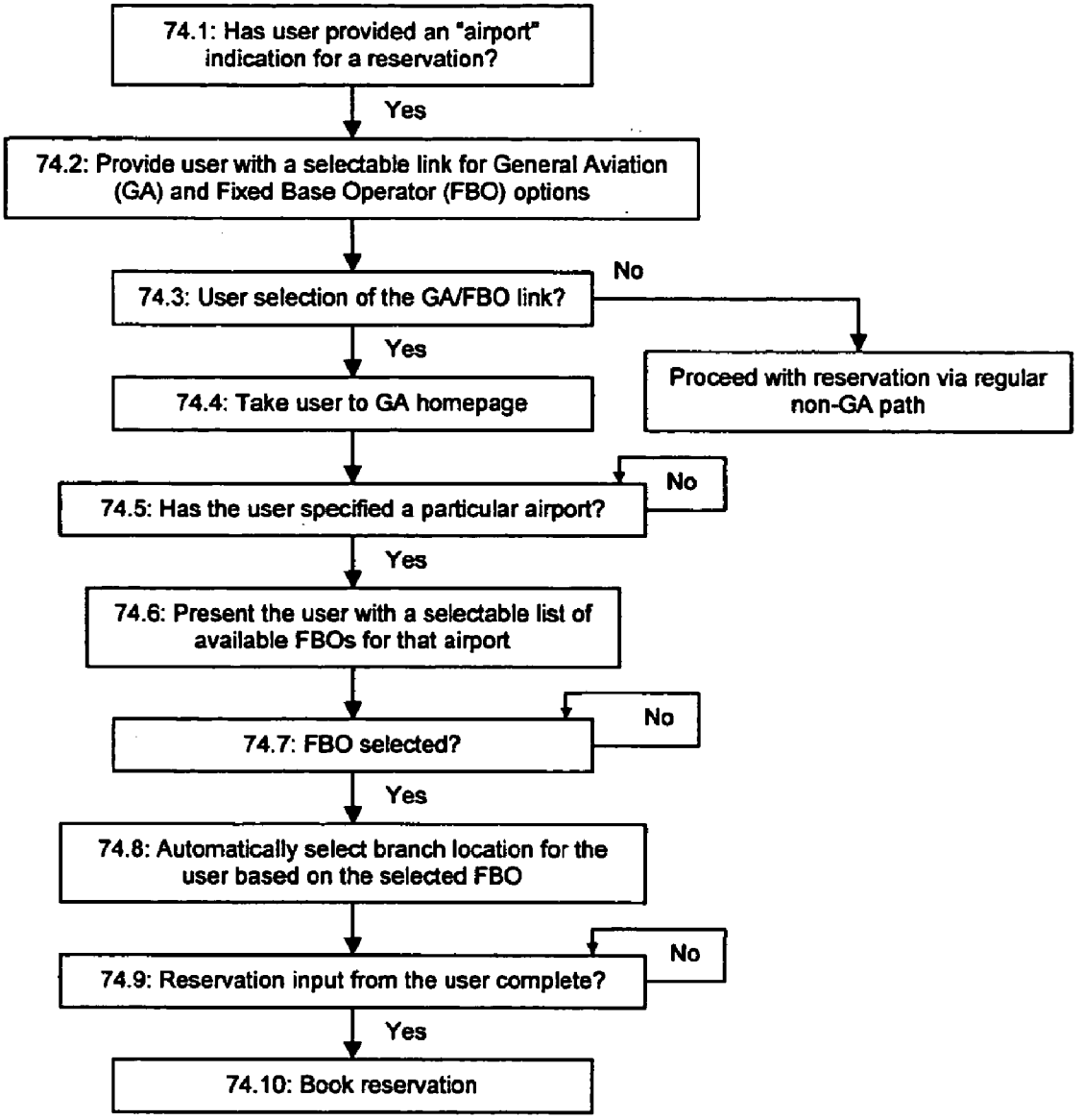
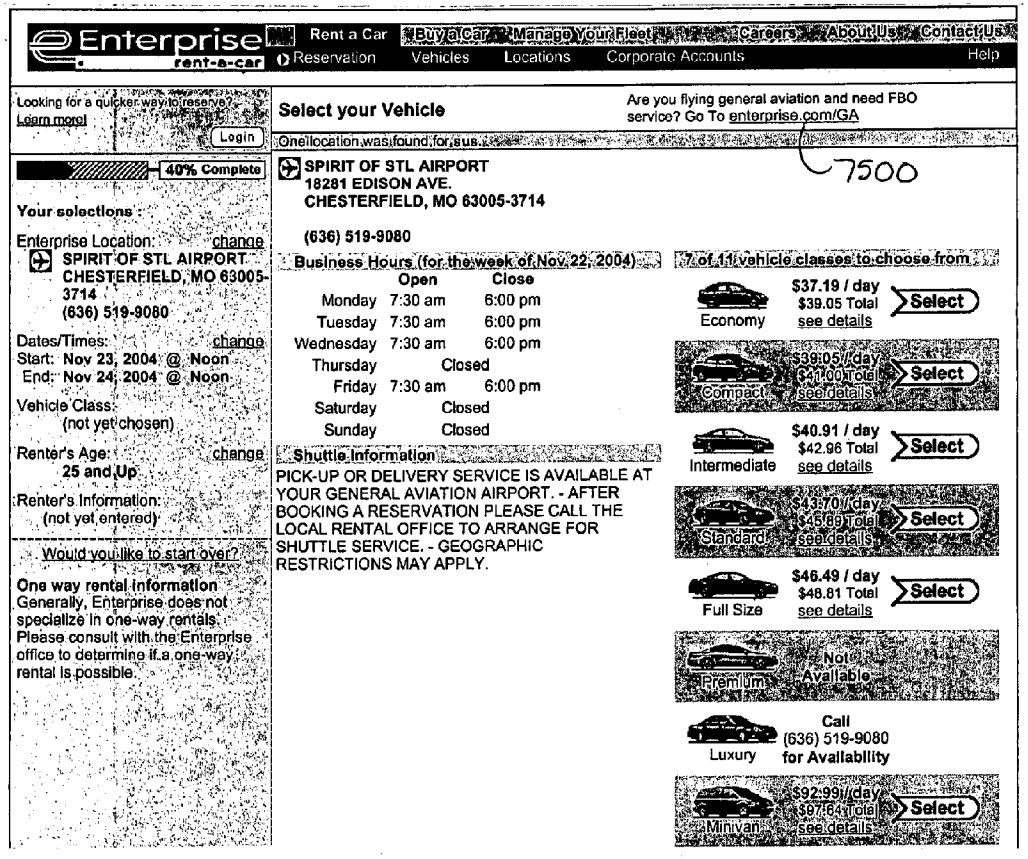

74.1: Has user provided an "airport" indication for a reservation?
Yes
74.2: Provide user with a selectable link for General Aviation (GA) and Fixed Base Operator (FBO) options
74.3: User selection of the GA/FBO link?
No
Proceed with reservation via regular non-GA path
Yes
74.4: Take user to GA homepage
74.5: Has the user specified a particular airport?
No
Yes
74.6: Present the user with a selectable list of available FBOs for that airport
74.7: FBO selected?
No
Yes
74.8: Automatically select branch location for the user based on the selected FBO
74.9: Reservation input from the user complete?
No
Yes
74.10: Book reservation

Figure 74


Enterprise rent-a-car
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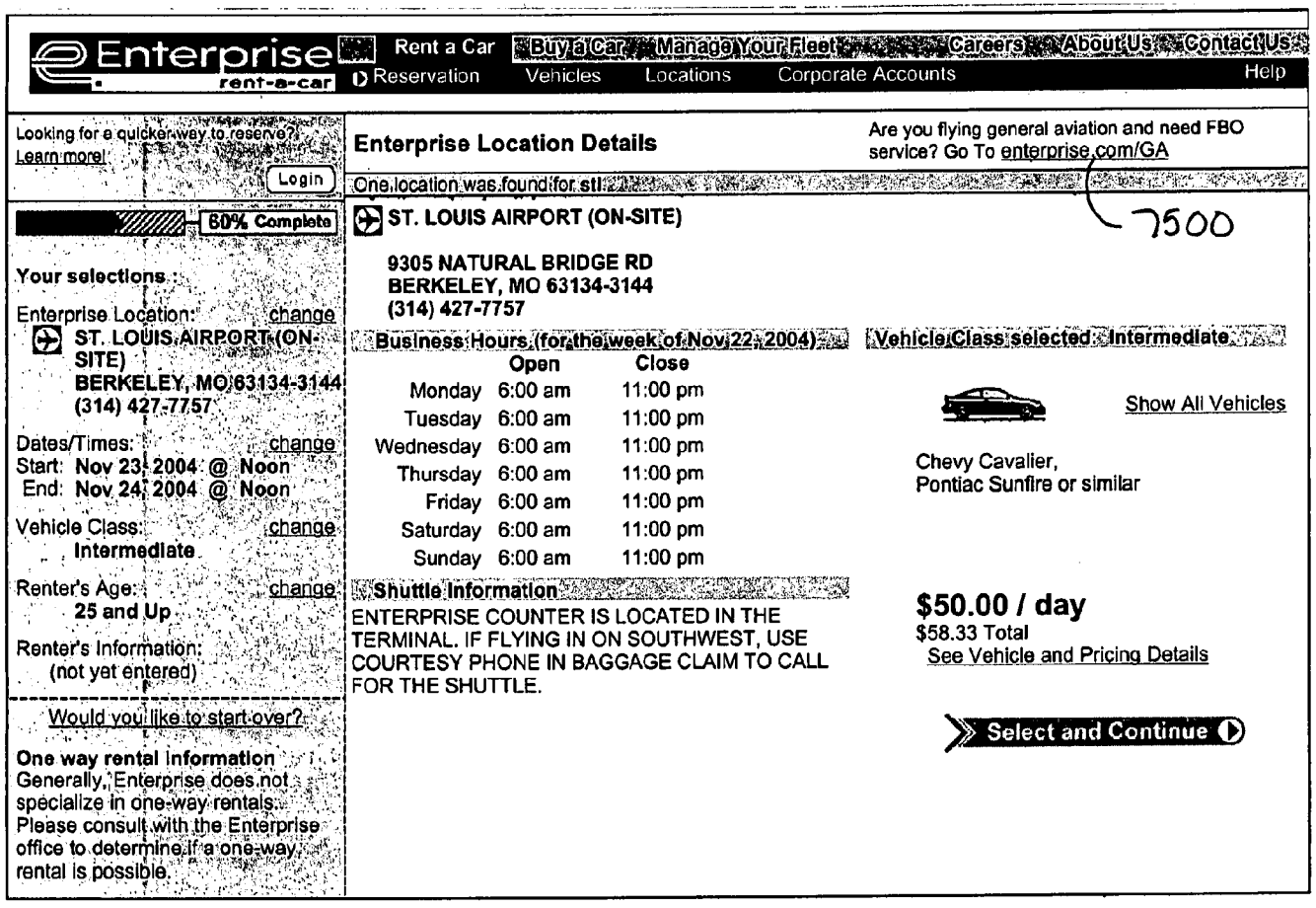
Locations
Corporate Accounts
Help
Looking for a quicker way to reserve? Learn more!
Login
Select your Vehicle
Are you flying general aviation and need FBO service? Go To enterprise.com/GA
One location was found for sus.
7500
40% Complete
Your selections :
Enterprise Location: change
SPIRIT OF STL AIRPORT
CHESTERFIELD, MO 63005-3714
(636) 519-9080
Dates/Times: change
Start: Nov 23, 2004 @ Noon
End: Nov 24, 2004 @ Noon
Vehicle Class:
(not yet chosen)
Renter's Age: change
25 and Up
Renter's Information:
(not yet entered)
Would you like to start over?
One way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
SPIRIT OF STL AIRPORT
18281 EDISON AVE.
CHESTERFIELD, MO 63005-3714
(636) 519-9080
Business Hours (for the week of Nov 22, 2004)
Open Close
Monday 7:30 am 6:00 pm
Tuesday 7:30 am 6:00 pm
Wednesday 7:30 am 6:00 pm
Thursday Closed
Friday 7:30 am 6:00 pm
Saturday Closed
Sunday Closed
Shuttle Information
PICK-UP OR DELIVERY SERVICE IS AVAILABLE AT YOUR GENERAL AVIATION AIRPORT. - AFTER BOOKING A RESERVATION PLEASE CALL THE LOCAL RENTAL OFFICE TO ARRANGE FOR SHUTTLE SERVICE. - GEOGRAPHIC RESTRICTIONS MAY APPLY.
7 of 11 vehicle classes to choose from
Economy $37.19 / day $39.05 Total see details Select
Compact $39.05 / day $41.00 Total see details Select
Intermediate $40.91 / day $42.96 Total see details Select
Standard $43.70 / day $45.89 Total see details Select
Full Size $46.49 / day $48.81 Total see details Select
Premium Not Available
Luxury Call (636) 519-9080 for Availability
Minivan $92.99 / day $97.64 Total see details Select

Figure 75(a)


Enterprise
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Reservation
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Careers
About Us
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Vehicles
Locations
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Help
Looking for a quicker way to reserve? Learn more!
Login
60% Complete
Your selections:
Enterprise Location: change
ST. LOUIS AIRPORT (ON-SITE)
BERKELEY, MO 63134-3144
(314) 427-7757
Dates/Times: change
Start: Nov 23, 2004 @ Noon
End: Nov 24, 2004 @ Noon
Vehicle Class: change
Intermediate
Renter's Age: change
25 and Up
Renter's Information:
(not yet entered)
Would you like to start over?
One way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
Enterprise Location Details
Are you flying general aviation and need FBO service? Go To enterprise.com/GA
One location was found for stl.
ST. LOUIS AIRPORT (ON-SITE)
9305 NATURAL BRIDGE RD
BERKELEY, MO 63134-3144
(314) 427-7757
Business Hours (for the week of Nov 22, 2004)
Open Close
Monday 6:00 am 11:00 pm
Tuesday 6:00 am 11:00 pm
Wednesday 6:00 am 11:00 pm
Thursday 6:00 am 11:00 pm
Friday 6:00 am 11:00 pm
Saturday 6:00 am 11:00 pm
Sunday 6:00 am 11:00 pm
Shuttle Information
ENTERPRISE COUNTER IS LOCATED IN THE TERMINAL. IF FLYING IN ON SOUTHWEST, USE COURTESY PHONE IN BAGGAGE CLAIM TO CALL FOR THE SHUTTLE.
Vehicle Class selected: Intermediate
Show All Vehicles
Chevy Cavalier,
Pontiac Sunfire or similar
$50.00 / day
$58.33 Total
See Vehicle and Pricing Details
Select and Continue
7500
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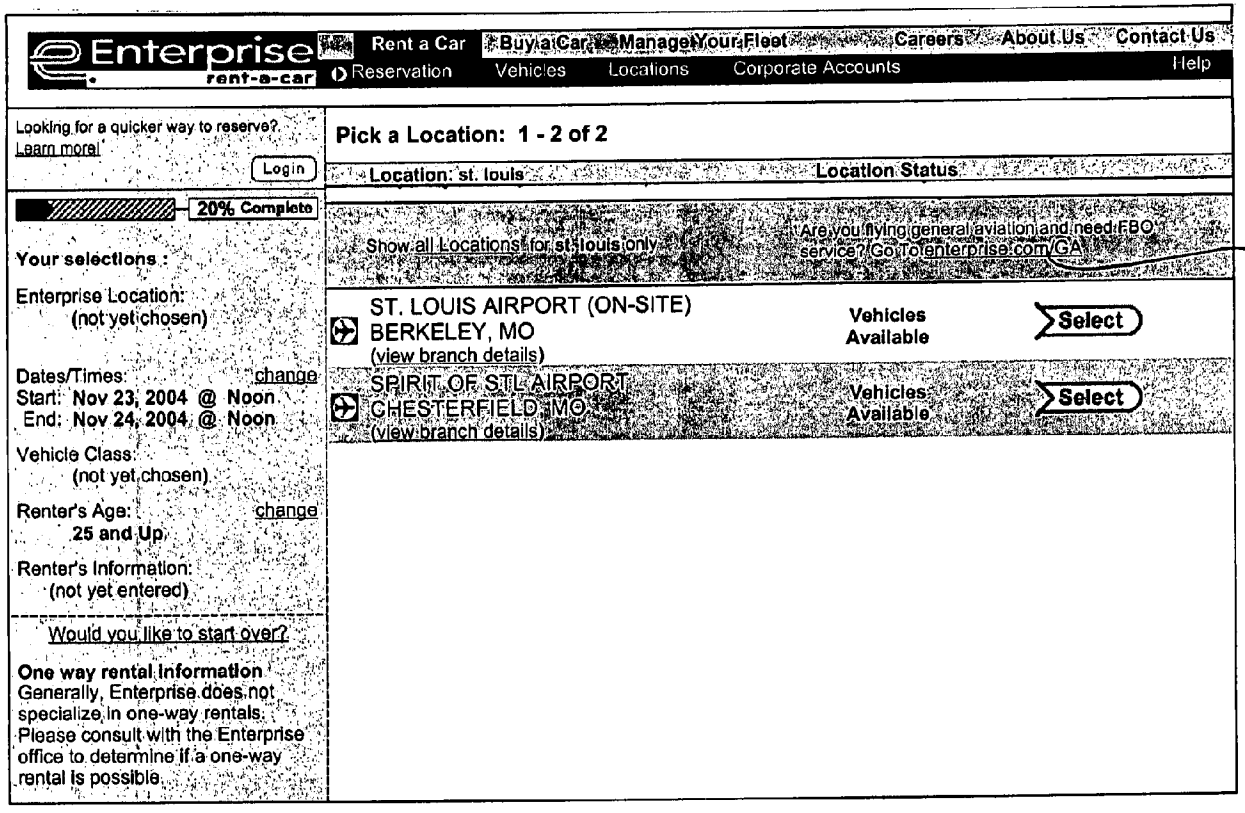
Reservation | Vehicles | Locations | Corporate Accounts | Site Map | Help
We offer international car rentals:
Car Rental US | Car Rental Canada | Car Rental UK | Car Rental Ireland
Enterprise Privacy Policy | Terms and Conditions © 2004 Enterprise Rent-A-Car Company. Patent Pending

Figure 75(b)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Help
Looking for a quicker way to reserve? Learn more!
Login
20% Complete
Your selections :
Enterprise Location:
(not yet chosen)
Dates/Times: change
Start: Nov 23, 2004 @ Noon
End: Nov 24, 2004 @ Noon
Vehicle Class:
(not yet chosen)
Renter's Age: change
25 and Up
Renter's Information:
(not yet entered)
Would you like to start over?
One way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
Pick a Location: 1 - 2 of 2
Location: st. louis
Location Status
Show all Locations for st.louis only
Are you flying general aviation and need FBO service? Go To enterprise.com/GA
ST. LOUIS AIRPORT (ON-SITE)
BERKELEY, MO
(view branch details)
Vehicles Available
Select
SPIRIT OF STL AIRPORT
CHESTERFIELD, MO
(view branch details)
Vehicles Available
Select
7500
Figure 75(c)
Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Contact Us
Reservation | Vehicles | Locations | Corporate Accounts | Site Map | Help
We offer international car rentals:
Car Rental US | Car Rental Canada | Car Rental UK | Car Rental Ireland
Enterprise Privacy Policy | Terms and Conditions © 2004 Enterprise Rent-A-Car Company. Patent Pending

close window

Choose a US Airport

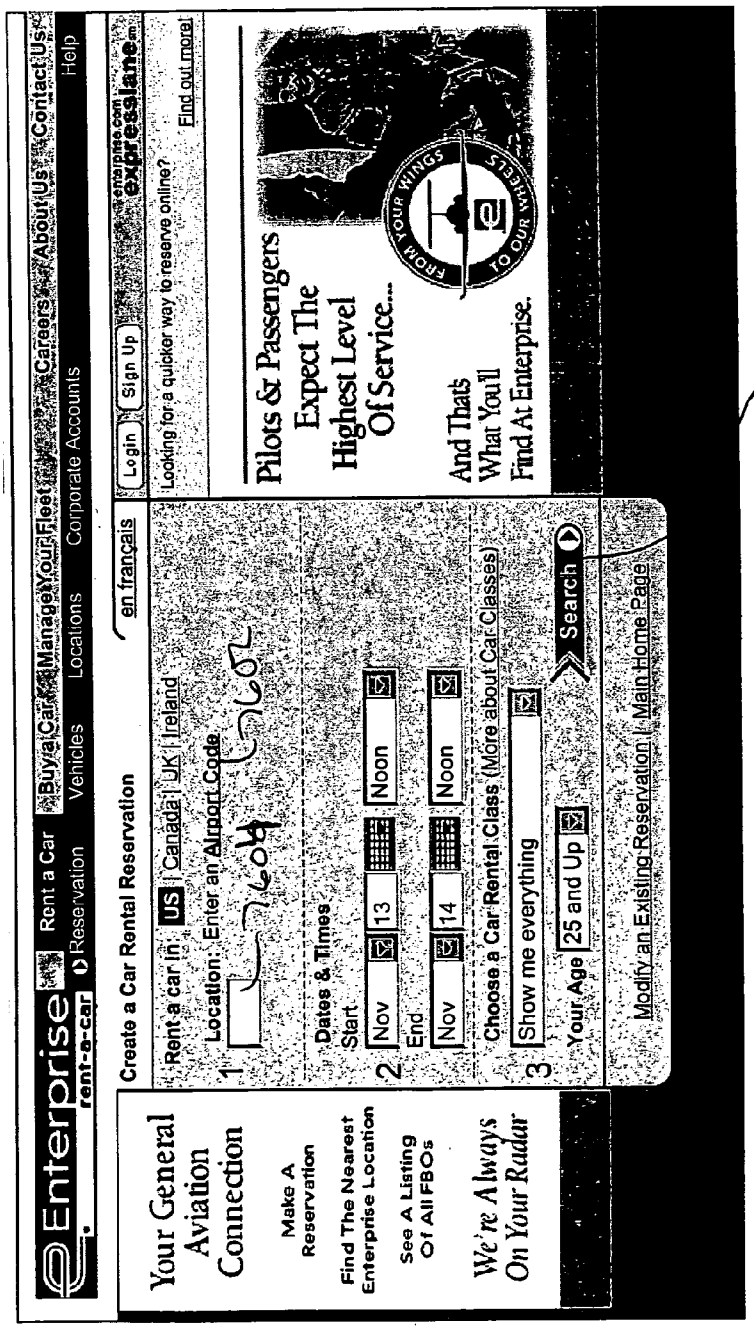
7500

US | Canada | UK | Ireland | Flying general aviation?

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |

View by City Name	View by Airport Name	View by Airport Code
A		
Akron / Canton, OH	Akron-Canton Regional Airport	CAK
Albany, NY	Albany International Airport	ALB
Albuquerque, NM	Albuquerque International Sunport Airport	ABQ
Amarillo, TX	Amarillo International Airport	AMA
Appleton, WI	Outagamie County Regional Airport	ATW
Asheville, NC	Asheville Airport	AVL
Atlanta, GA	Hartsfield - Jackson Atlanta International Airport	ATL
Austin, TX	Austin-Bergstrom International Airport	AUS
Back to top		
B		
Baltimore, MD	Baltimore-Washington International Airport	BWI
Beaumont, TX	Southeast Texas Regional Airport	BPT
Billings, MT	Billings Logan International Airport	BIL
Birmingham, AL	Birmingham International Airport	BHM
Bismarck, ND	Bismarck Municipal Airport	BIS
Bloomington, IL	Central Illinois Regional Airport at Bloomington-Normal	BMI
Boise, ID	Boise Air Terminal/Gowen Field	BOI
Boston, MA	General Edward Lawrence Logan International Airport	BOS
Bozeman, MT	Gallatin Field	BZN
Buffalo, NY	Buffalo Niagara International Airport	BUF
Burbank, CA	Burbank-Glendale-Pasadena Airport	BUR
Burlington, VT	Burlington International Airport	BTV
Back to top		
C		
Cedar Rapids, IA	The Eastern Iowa Airport	CID
Charleston, SC	Charleston Air Force Base/International Airport	CHS
Charlotte, NC	Charlotte/Douglas International Airport	CLT
Chattanooga, TN	Lovell Field Airport	CHA
Chicago, IL -- Midway	Chicago Midway International Airport	MDW
Chicago, IL -- O'Hare	Chicago O'Hare International Airport	ORD
Cincinnati, OH	Cincinnati/Northern Kentucky International Airport	CVG

Figure 75(d)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Find out more!
1 Location: Enter an Airport Code
2 Dates & Times
Start Nov 13 Noon
End Nov 14 Noon
Choose a Car Rental Class (More about Car Classes)
3 Show me everything
Your Age 25 and Up
Search
Modify an Existing Reservation | Main Home Page
Your General Aviation Connection
Make A Reservation
Find The Nearest Enterprise Location
See A Listing Of All FBOs
We're Always On Your Radar
Pilots & Passengers Expect The Highest Level Of Service...
And That's What You'll Find At Enterprise.
FROM YOUR WINGS TO OUR WHEELS
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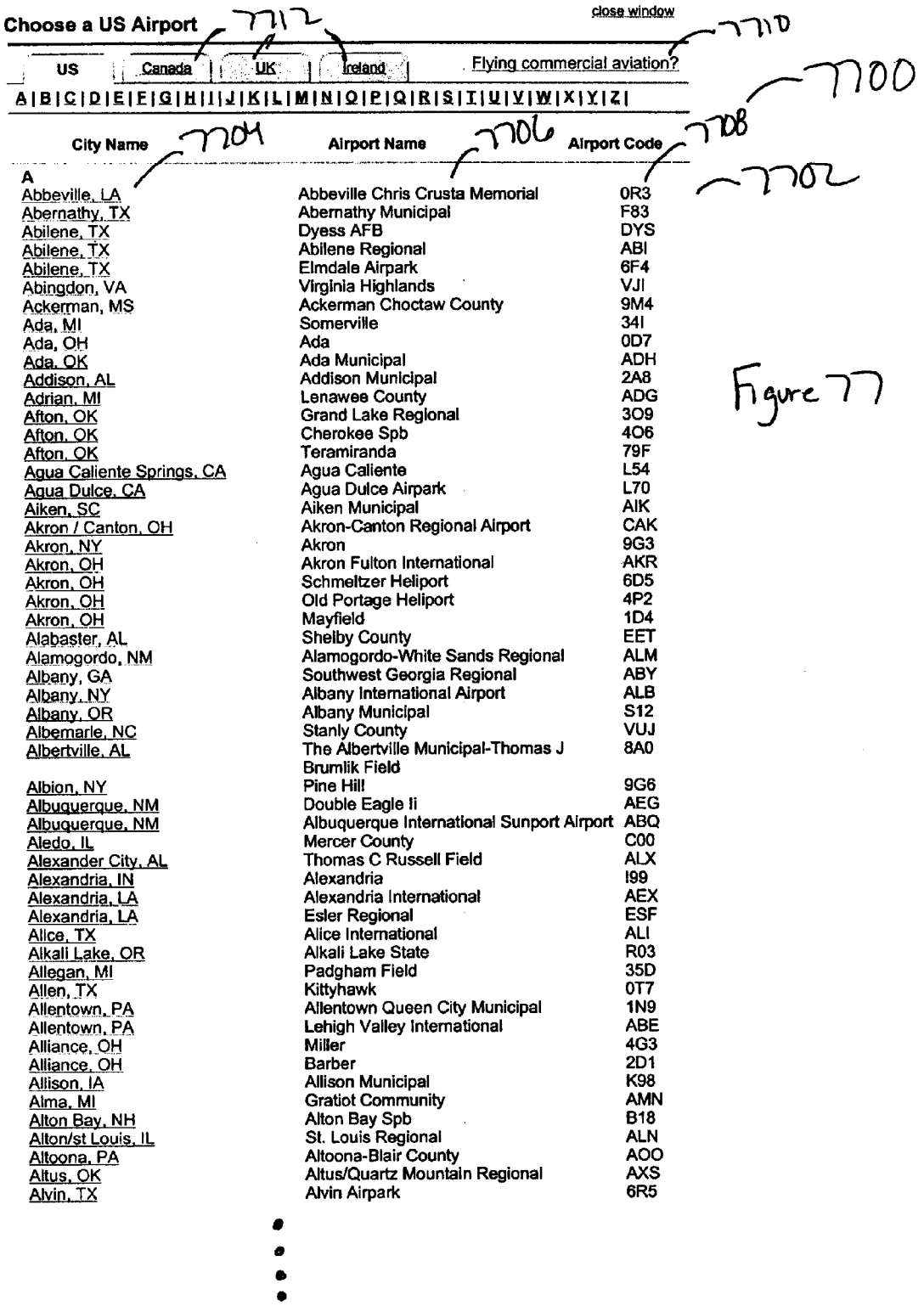
BBBOnLine RELIABILITY PROGRAM

Figure 76



Choose a US Airport 7712 close window 7710

US | Canada | UK | Ireland Flying commercial aviation?

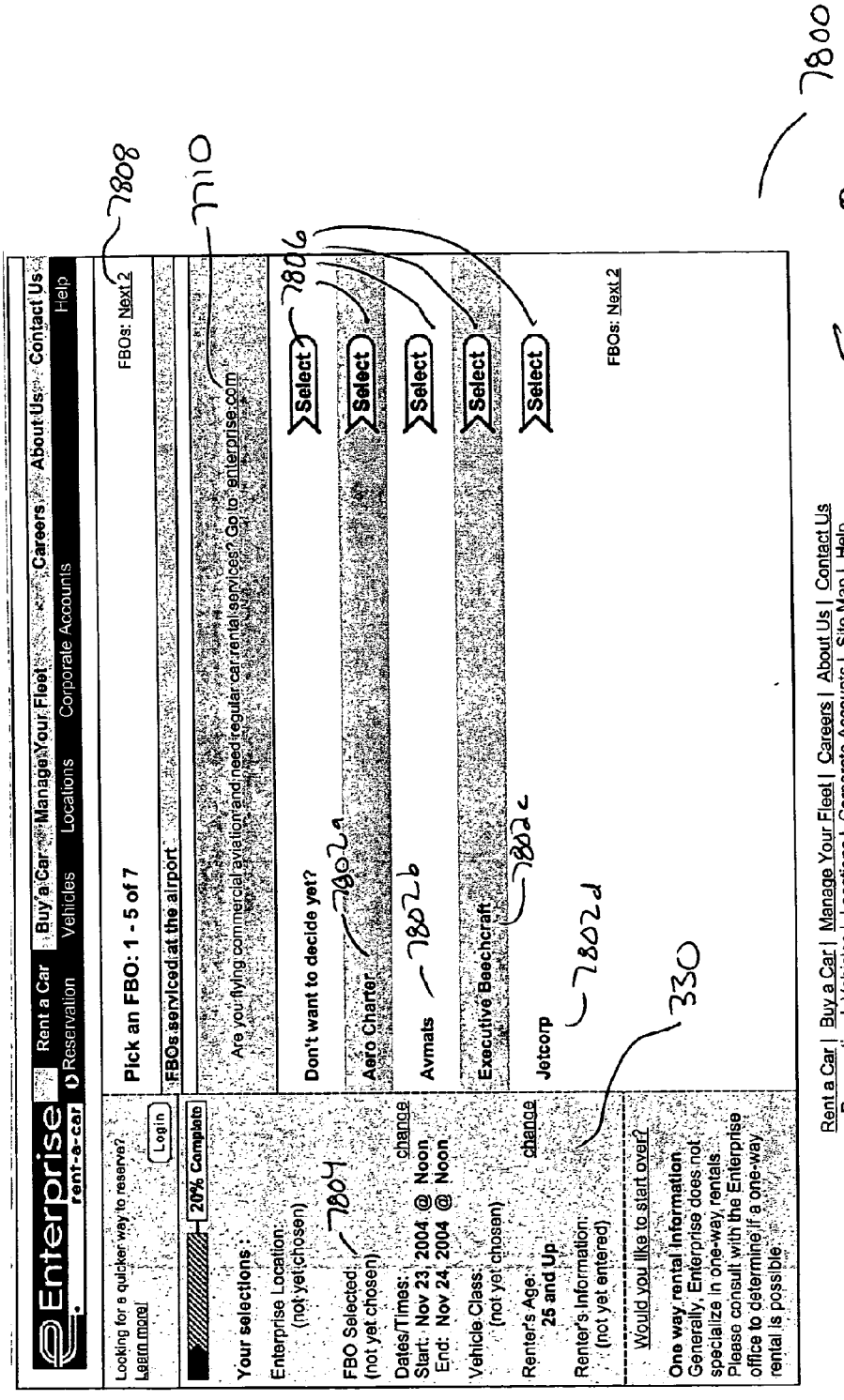
A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |

7700

City Name 7704	Airport Name 7706	Airport Code 7708
A		
Abbeville, LA	Abbeville Chris Crusta Memorial	0R3
Abernathy, TX	Abernathy Municipal	F83
Abilene, TX	Dyess AFB	DYS
Abilene, TX	Abilene Regional	ABI
Abilene, TX	Elmdale Airpark	6F4
Abingdon, VA	Virginia Highlands	VJI
Ackerman, MS	Ackerman Choctaw County	9M4
Ada, MI	Somerville	34I
Ada, OH	Ada	0D7
Ada, OK	Ada Municipal	ADH
Addison, AL	Addison Municipal	2A8
Adrian, MI	Lenawee County	ADG
Afton, OK	Grand Lake Regional	3O9
Afton, OK	Cherokee Spb	4O6
Afton, OK	Teramiranda	79F
Agua Caliente Springs, CA	Agua Caliente	L54
Agua Dulce, CA	Agua Dulce Airpark	L70
Aiken, SC	Aiken Municipal	AIK
Akron / Canton, OH	Akron-Canton Regional Airport	CAK
Akron, NY	Akron	9G3
Akron, OH	Akron Fulton International	AKR
Akron, OH	Schmeltzer Heliport	6D5
Akron, OH	Old Portage Heliport	4P2
Akron, OH	Mayfield	1D4
Alabaster, AL	Shelby County	EET
Alamogordo, NM	Alamogordo-White Sands Regional	ALM
Albany, GA	Southwest Georgia Regional	ABY
Albany, NY	Albany International Airport	ALB
Albany, OR	Albany Municipal	S12
Albemarle, NC	Stanly County	VUJ
Albertville, AL	The Albertville Municipal-Thomas J Brumlik Field	8A0
Albion, NY	Pine Hill	9G6
Albuquerque, NM	Double Eagle Ii	AEG
Albuquerque, NM	Albuquerque International Sunport Airport	ABQ
Aledo, IL	Mercer County	C00
Alexander City, AL	Thomas C Russell Field	ALX
Alexandria, IN	Alexandria	I99
Alexandria, LA	Alexandria International	AEX
Alexandria, LA	Esler Regional	ESF
Alice, TX	Alice International	ALI
Alkali Lake, OR	Alkali Lake State	R03
Allegan, MI	Padgham Field	35D
Allen, TX	Kittyhawk	0T7
Allentown, PA	Allentown Queen City Municipal	1N9
Allentown, PA	Lehigh Valley International	ABE
Alliance, OH	Miller	4G3
Alliance, OH	Barber	2D1
Allison, IA	Allison Municipal	K98
Alma, MI	Gratiot Community	AMN
Alton Bay, NH	Alton Bay Spb	B18
Alton/st Louis, IL	St. Louis Regional	ALN
Altoona, PA	Altoona-Blair County	AOO
Altus, OK	Altus/Quartz Mountain Regional	AXS
Alvin, TX	Alvin Airpark	6R5

7702

Figure 77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Locations
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Help
Looking for a quicker way to reserve? Learn more!
Login
20% Complete
Your selections:
Enterprise Location: (not yet chosen)
FBO Selected: (not yet chosen) change
Dates/Times: Start: Nov 23, 2004 @ Noon End: Nov 24, 2004 @ Noon change
Vehicle Class: (not yet chosen)
Renter's Age: 25 and Up change
Renter's Information: (not yet entered)
Would you like to start over?
One way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
Pick an FBO: 1 - 5 of 7
FBOs: Next 2
FBOs serviced at the airport
Are you flying commercial aviation and need regular car rental services? Go to enterprise.com
Don't want to decide yet?
Select
Aero Charter
Select
Avmats
Select
Executive Beechcraft
Select
Jetcorp
Select
FBOs: Next 2
7804
7808
7810
7806
7802a
7802b
7802c
7802d
330
7800
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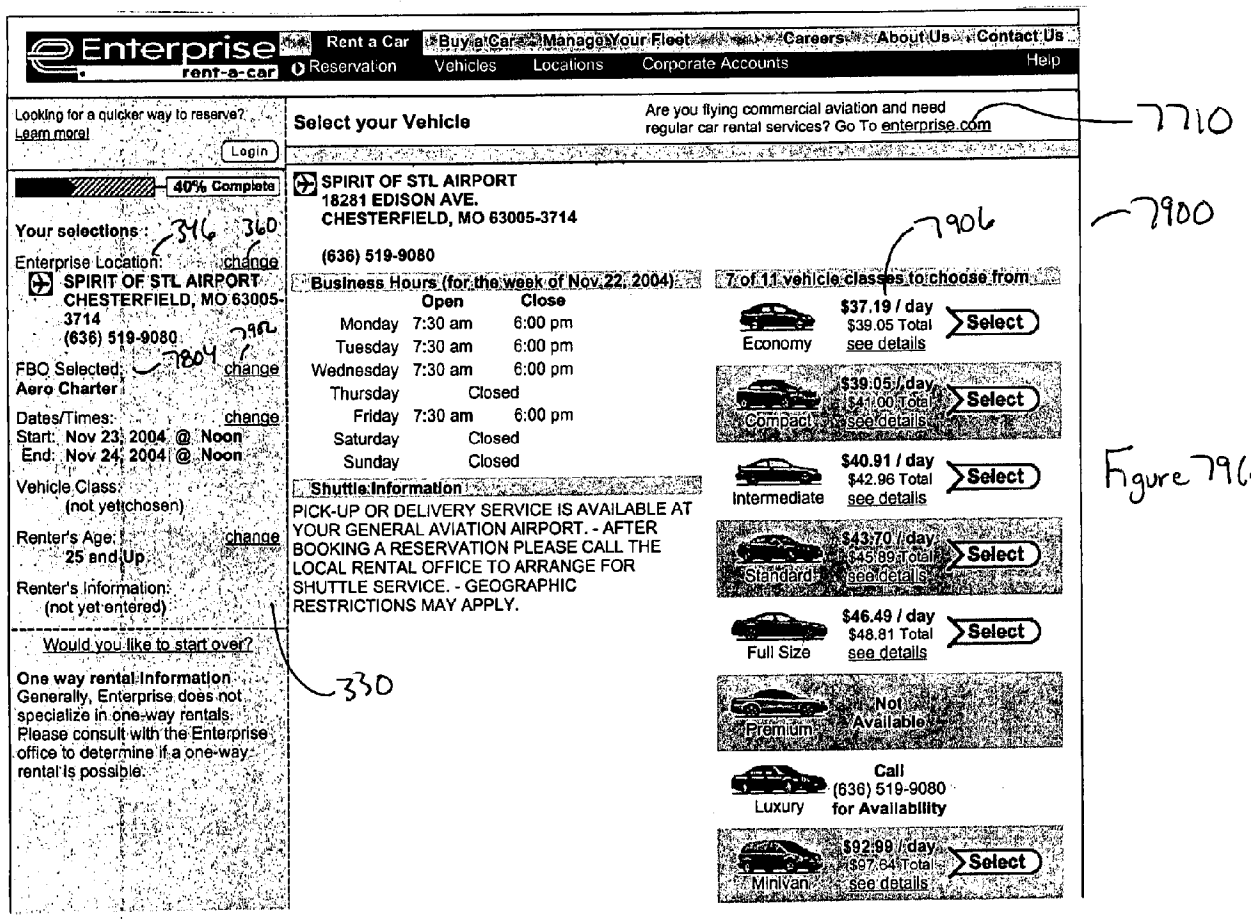
Figure 78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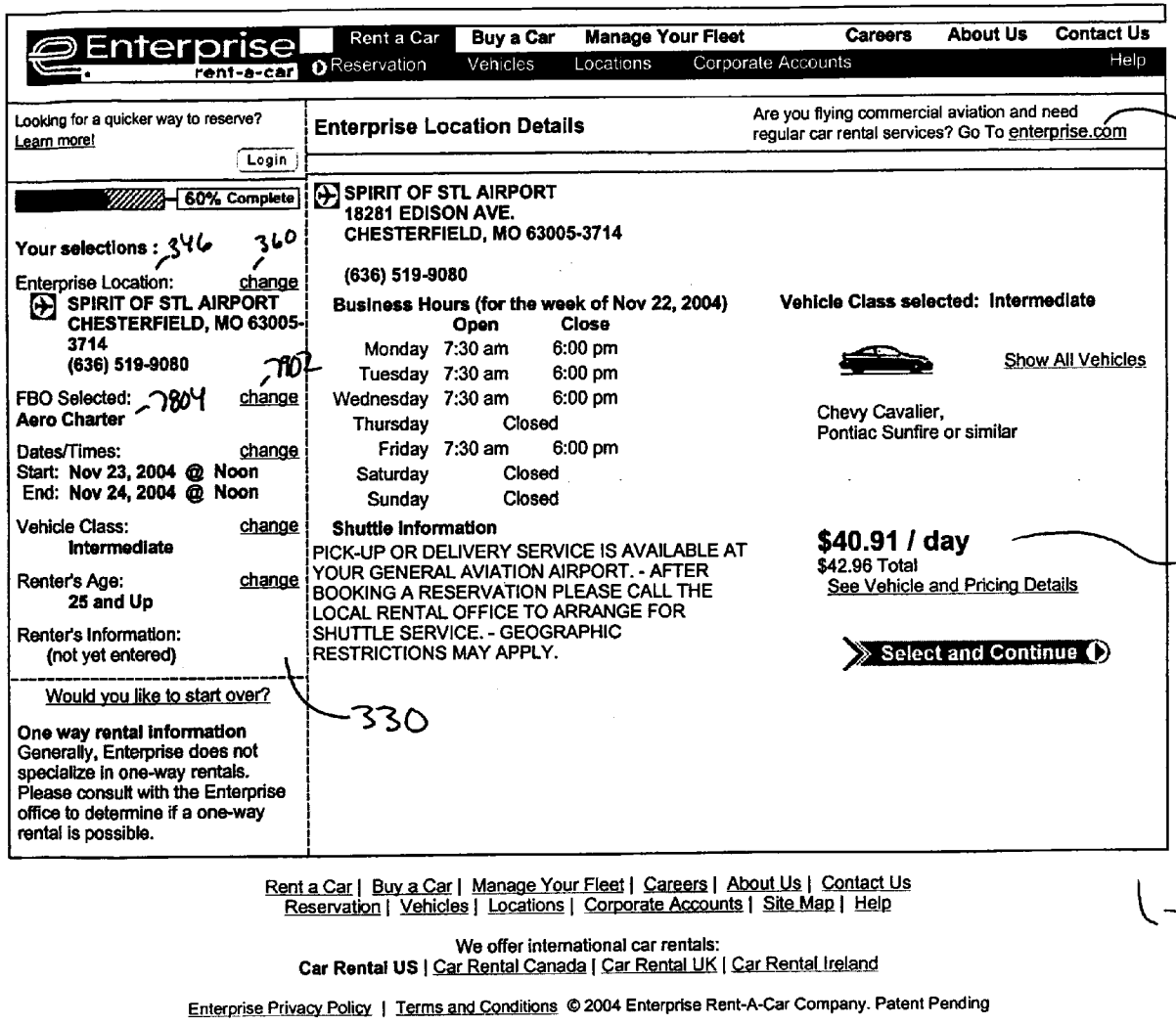
Login
40% Complete
Your selections:
346
360
Enterprise Location: change
SPIRIT OF STL AIRPORT
CHESTERFIELD, MO 63005-3714
(636) 519-9080
7902
FBO Selected: change
7804
Aero Charter
Dates/Times: change
Start: Nov 23, 2004 @ Noon
End: Nov 24, 2004 @ Noon
Vehicle Class:
(not yet chosen)
Renter's Age: change
25 and Up
Renter's Information:
(not yet entered)
Would you like to start over?
One way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
330
Select your Vehicle
Are you flying commercial aviation and need regular car rental services? Go To enterprise.com
7710
SPIRIT OF STL AIRPORT
18281 EDISON AVE.
CHESTERFIELD, MO 63005-3714
(636) 519-9080
Business Hours (for the week of Nov 22, 2004)
Open Close
Monday 7:30 am 6:00 pm
Tuesday 7:30 am 6:00 pm
Wednesday 7:30 am 6:00 pm
Thursday Closed
Friday 7:30 am 6:00 pm
Saturday Closed
Sunday Closed
Shuttle Information
PICK-UP OR DELIVERY SERVICE IS AVAILABLE AT YOUR GENERAL AVIATION AIRPORT. - AFTER BOOKING A RESERVATION PLEASE CALL THE LOCAL RENTAL OFFICE TO ARRANGE FOR SHUTTLE SERVICE. - GEOGRAPHIC RESTRICTIONS MAY APPLY.
7906
7900
7 of 11 vehicle classes to choose from
Economy $37.19 / day $39.05 Total see details Select
Compact $39.05 / day $41.00 Total see details Select
Intermediate $40.91 / day $42.96 Total see details Select
Standard $43.70 / day $45.89 Total see details Select
Full Size $46.49 / day $48.81 Total see details Select
Premium Not Available
Luxury Call (636) 519-9080 for Availability
Minivan $92.99 / day $97.64 Total see details Select

Figure 79(a)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Login
60% Complete
Your selections : 346 360
Enterprise Location: change
SPIRIT OF STL AIRPORT
CHESTERFIELD, MO 63005-3714
(636) 519-9080
7902
FBO Selected: 7804 change
Aero Charter
Dates/Times: change
Start: Nov 23, 2004 @ Noon
End: Nov 24, 2004 @ Noon
Vehicle Class: change
Intermediate
Renter's Age: change
25 and Up
Renter's Information:
(not yet entered)
Would you like to start over?
One way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
330
Enterprise Location Details
Are you flying commercial aviation and need regular car rental services? Go To enterprise.com
7710
SPIRIT OF STL AIRPORT
18281 EDISON AVE.
CHESTERFIELD, MO 63005-3714
(636) 519-9080
Business Hours (for the week of Nov 22, 2004)
Open Close
Monday 7:30 am 6:00 pm
Tuesday 7:30 am 6:00 pm
Wednesday 7:30 am 6:00 pm
Thursday Closed
Friday 7:30 am 6:00 pm
Saturday Closed
Sunday Closed
Shuttle Information
PICK-UP OR DELIVERY SERVICE IS AVAILABLE AT YOUR GENERAL AVIATION AIRPORT. - AFTER BOOKING A RESERVATION PLEASE CALL THE LOCAL RENTAL OFFICE TO ARRANGE FOR SHUTTLE SERVICE. - GEOGRAPHIC RESTRICTIONS MAY APPLY.
Vehicle Class selected: Intermediate
Show All Vehicles
Chevy Cavalier,
Pontiac Sunfire or similar
$40.91 / day
$42.96 Total
See Vehicle and Pricing Details
7904
Select and Continue
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7910
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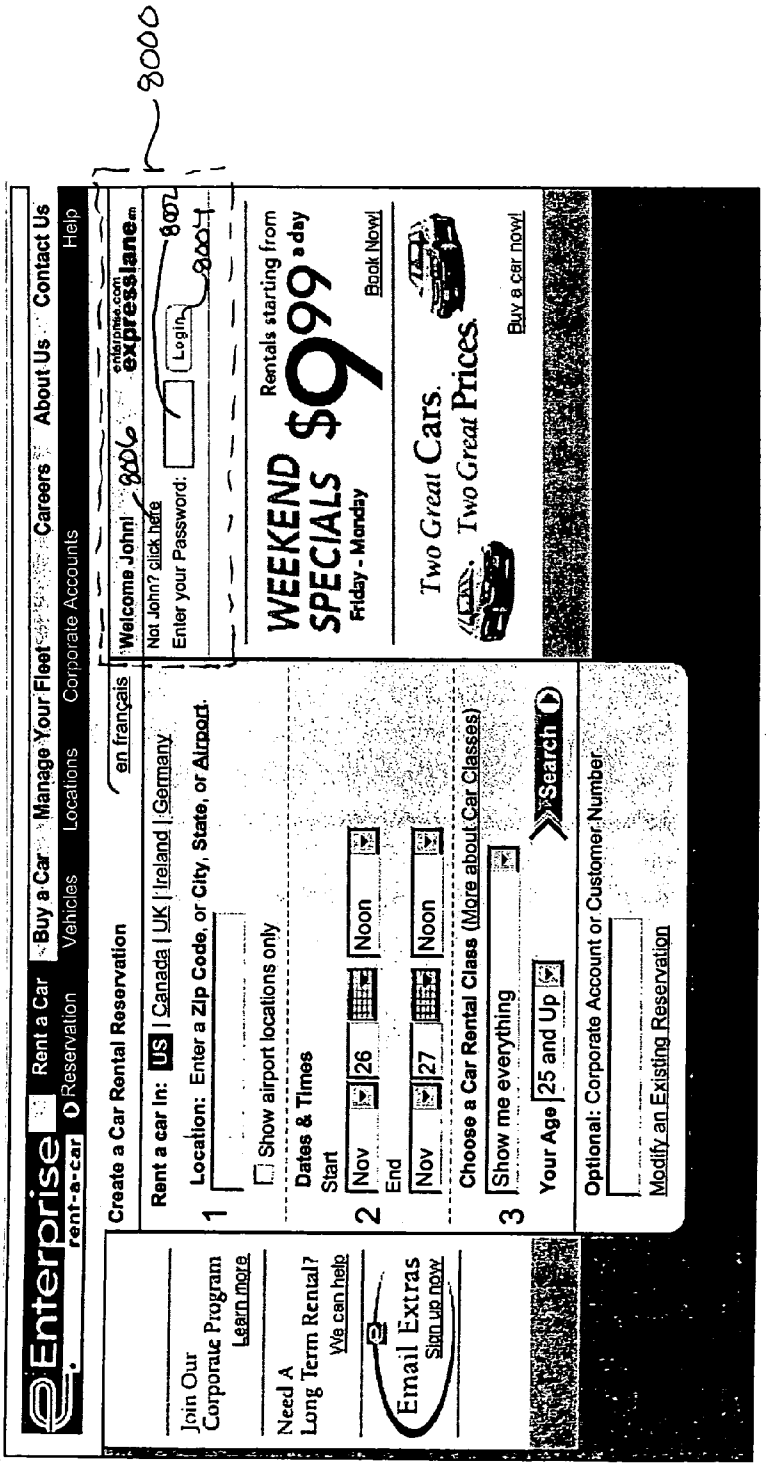
Figure 79(b)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Careers
Corporate Accounts
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Contact Us
Help
Create a Car Rental Reservation
en français
Rent a car in: US | Canada | UK | Ireland | Germany
Location: Enter a Zip Code, or City, State, or Airport.
Show airport locations only
Dates & Times
Start
Nov 26 Noon
End
Nov 27 Noon
Choose a Car Rental Class (More about Car Classes)
Show me everything
Your Age 25 and Up
Search
Optional: Corporate Account or Customer Number
Modify an Existing Reservation
Join Our Corporate Program Learn more
Need A Long Term Rental? We can help
Email Extras Sign up now
Welcome John! 800
enterprise.com expressLane
Not John? click here
Enter your Password:
Login
800
800
WEEKEND SPECIALS
Friday - Monday
Rentals starting from $99 a day
Book Now!
Two Great Cars.
Two Great Prices.
Buy a car now!
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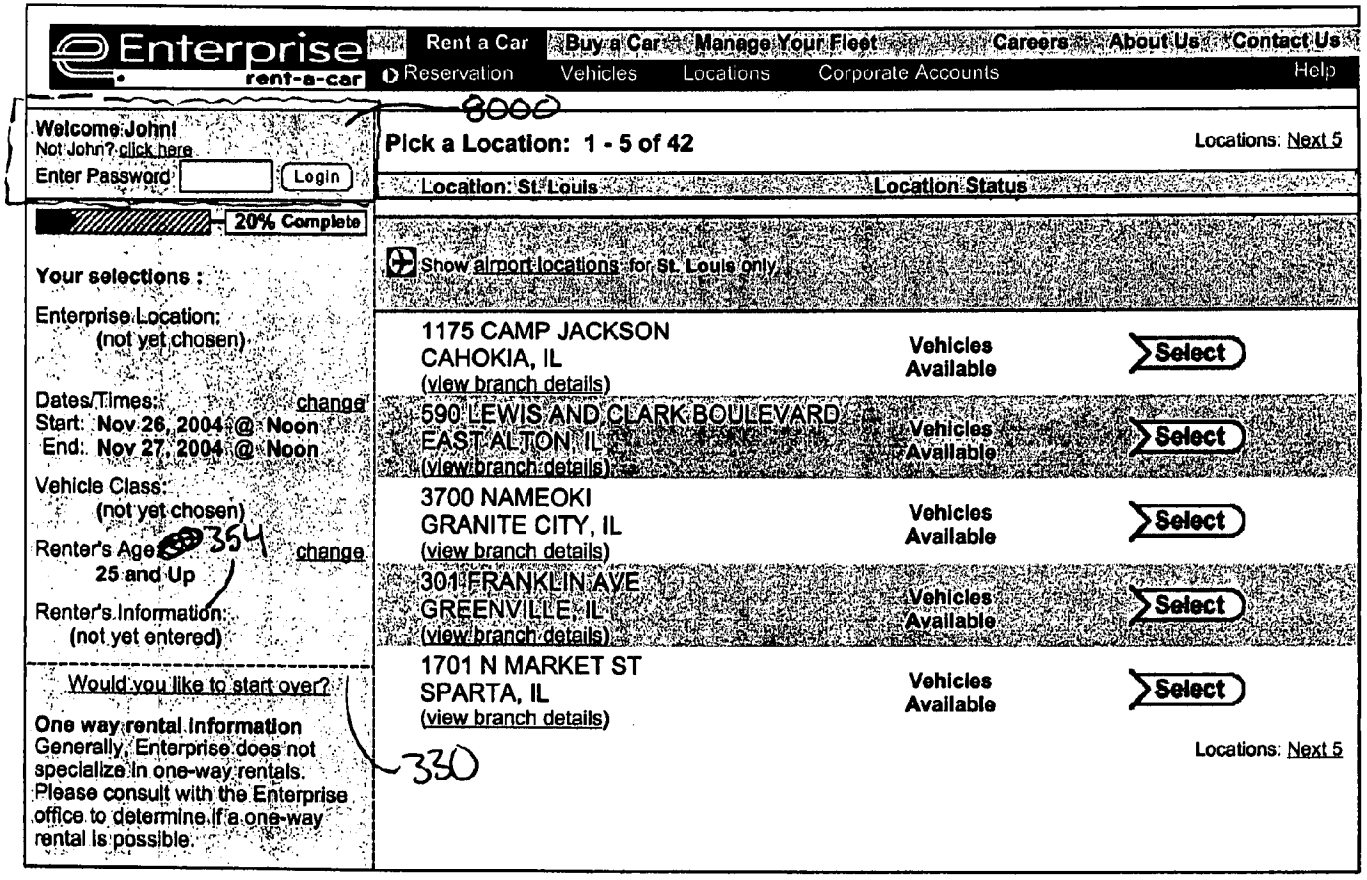
BBB ONLINE RELIABILITY PROGRAM
8000

Figure 80(a)



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Reservation | Vehicles | Locations | Corporate Accounts | Site Map | Help

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Figure 80(b)

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Careers
About Us
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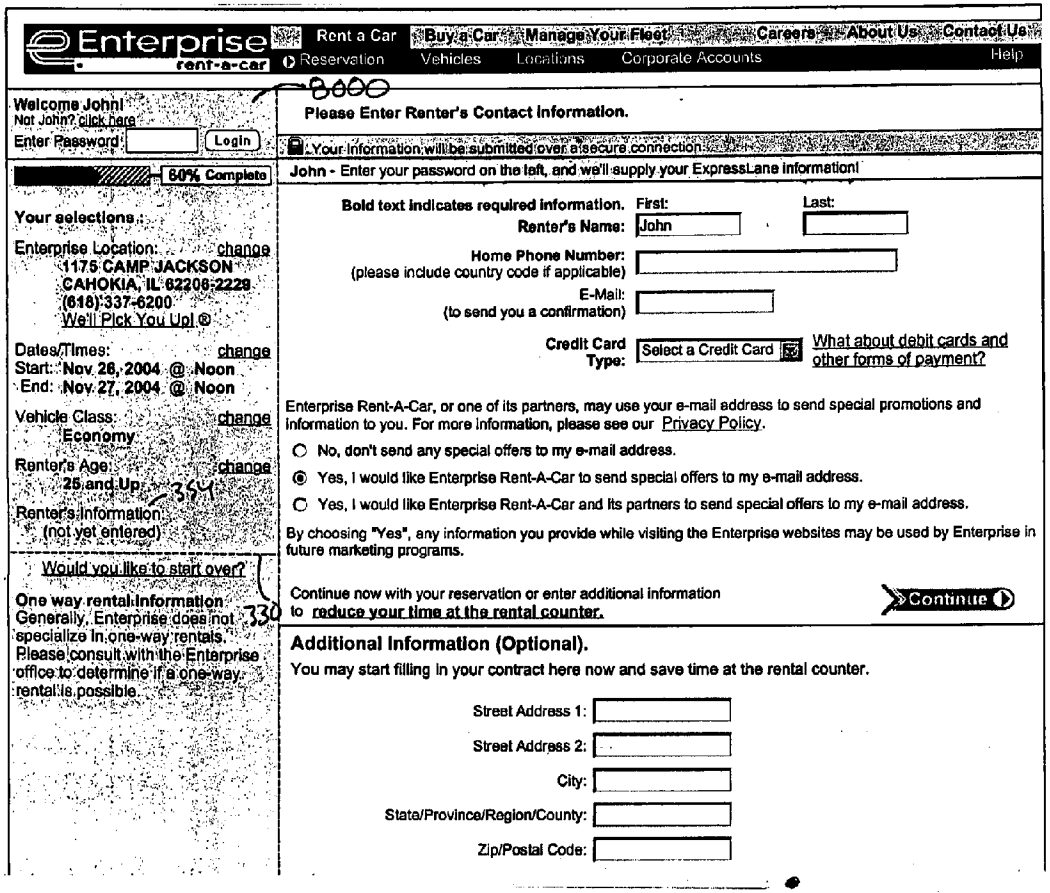
Reservation
Vehicles
Locations
Corporate Accounts
Help
8000
Welcome John!
Not John? click here
Enter Password:
Login
40% Complete
Your selections :
Enterprise Location: change
1175 CAMP JACKSON
CAHOKIA, IL 62206-2229
(618) 337-6200
We'll Pick You Up! ®
Dates/Times: change
Start: Nov 26, 2004 @ Noon
End: Nov 27, 2004 @ Noon
Vehicle Class: change
(not yet chosen)
Renter's Age: change
25 and Up
Renters Information: change
(not yet entered)
Would you like to start over?
One-way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
Pick a Vehicle: 10 of 11 Vehicle Classes to choose from.
Show nearest locations
Vehicle Class
Description
Price Quote
Economy
Chevy Aveo or similar
$40.91 / day
$42.96 Total
see details
Select
Compact
Dodge Neon or similar
$42.77 / day
$44.91 Total
see details
Select
Intermediate
Chevy Cavalier, Pontiac Sunfire or similar
$44.63 / day
$46.86 Total
see details
Select
Standard
Pontiac Grand Am, Dodge Stratus or similar
$46.49 / day
$48.81 Total
see details
Select
Full Size
Pontiac Grand Prix, Ford Taurus or similar
$50.21 / day
$52.72 Total
see details
Select
Premium
Pontiac Bonneville, Buick LeSabre or similar
$60.44 / day
$63.46 Total
see details
Select
Luxury
Cadillac DeVille, Lincoln Towncar or similar
Call
(618) 337-6200
for Availability
Minivan
Dodge Caravan, Pontiac Montana or similar
$92.99 / day
$97.64 Total
see details
Select
Sport Utility
Chevy Trailblazer, GMC Envoy or similar
$92.99 / day
$97.64 Total
see details
Select

Figure 80(c)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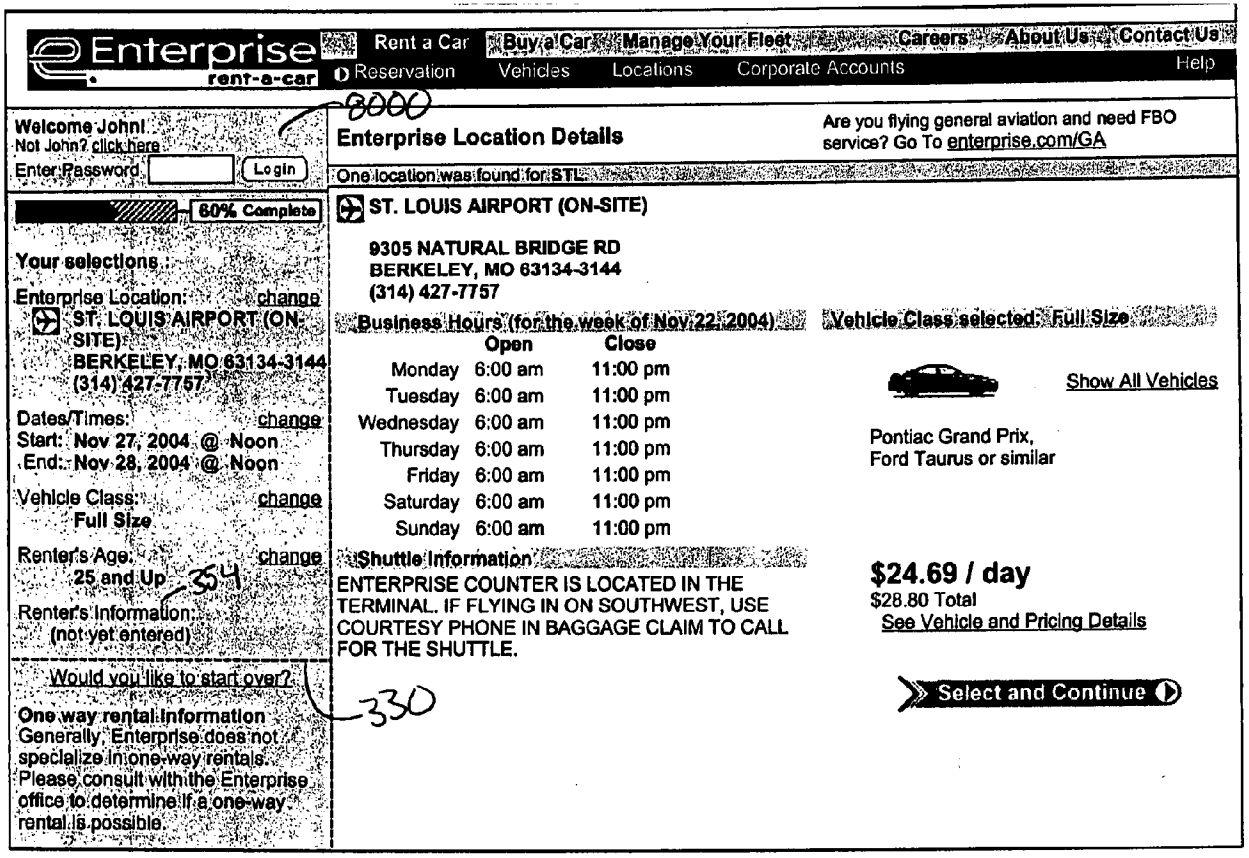
8000
Welcome John!
Not John? click here
Enter Password
Login
Please Enter Renter's Contact Information.
Your information will be submitted over a secure connection.
John - Enter your password on the left, and we'll supply your ExpressLane information!
60% Complete
Your selections:
Enterprise Location: change
1175 CAMP JACKSON
CAHOKIA, IL 62206-2229
(618) 337-6200
We'll Pick You Up! ®
Dates/Times: change
Start: Nov 26, 2004 @ Noon
End: Nov 27, 2004 @ Noon
Vehicle Class: change
Economy
Renter's Age: change
25 and Up
354
Renter's Information:
(not yet entered)
Would you like to start over?
One way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
330
Bold text indicates required information.
First:
Last:
Renter's Name:
John
Home Phone Number:
(please include country code if applicable)
E-Mail:
(to send you a confirmation)
Credit Card Type:
Select a Credit Card
What about debit cards and other forms of payment?
Enterprise Rent-A-Car, or one of its partners, may use your e-mail address to send special promotions and information to you. For more information, please see our Privacy Policy.
No, don't send any special offers to my e-mail address.
Yes, I would like Enterprise Rent-A-Car to send special offers to my e-mail address.
Yes, I would like Enterprise Rent-A-Car and its partners to send special offers to my e-mail address.
By choosing "Yes", any information you provide while visiting the Enterprise websites may be used by Enterprise in future marketing programs.
Continue now with your reservation or enter additional information to reduce your time at the rental counter.
Continue
Additional Information (Optional).
You may start filling in your contract here now and save time at the rental counter.
Street Address 1:
Street Address 2:
City:
State/Province/Region/County:
Zip/Postal Code:

Figure 80(d)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8000
Welcome John!
Not John? click here.
Enter Password
Login
Enterprise Location Details
Are you flying general aviation and need FBO service? Go To enterprise.com/GA
One location was found for STL.
60% Complete
ST. LOUIS AIRPORT (ON-SITE)
9305 NATURAL BRIDGE RD
BERKELEY, MO 63134-3144
(314) 427-7757
Your selections:
Enterprise Location: change
ST. LOUIS AIRPORT (ON-SITE)
BERKELEY, MO 63134-3144
(314) 427-7757
Dates/Times: change
Start: Nov 27, 2004 @ Noon
End: Nov 28, 2004 @ Noon
Vehicle Class: change
Full Size
Renter's Age: change
25 and Up
354
Renter's Information:
(not yet entered)
Would you like to start over?
One way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
Business Hours (for the week of Nov 22, 2004)
Open Close
Monday 6:00 am 11:00 pm
Tuesday 6:00 am 11:00 pm
Wednesday 6:00 am 11:00 pm
Thursday 6:00 am 11:00 pm
Friday 6:00 am 11:00 pm
Saturday 6:00 am 11:00 pm
Sunday 6:00 am 11:00 pm
Shuttle Information
ENTERPRISE COUNTER IS LOCATED IN THE TERMINAL. IF FLYING IN ON SOUTHWEST, USE COURTESY PHONE IN BAGGAGE CLAIM TO CALL FOR THE SHUTTLE.
330
Vehicle Class selected: Full Size
Show All Vehicles
Pontiac Grand Prix,
Ford Taurus or similar
$24.69 / day
$28.80 Total
See Vehicle and Pricing Details
Select and Continue
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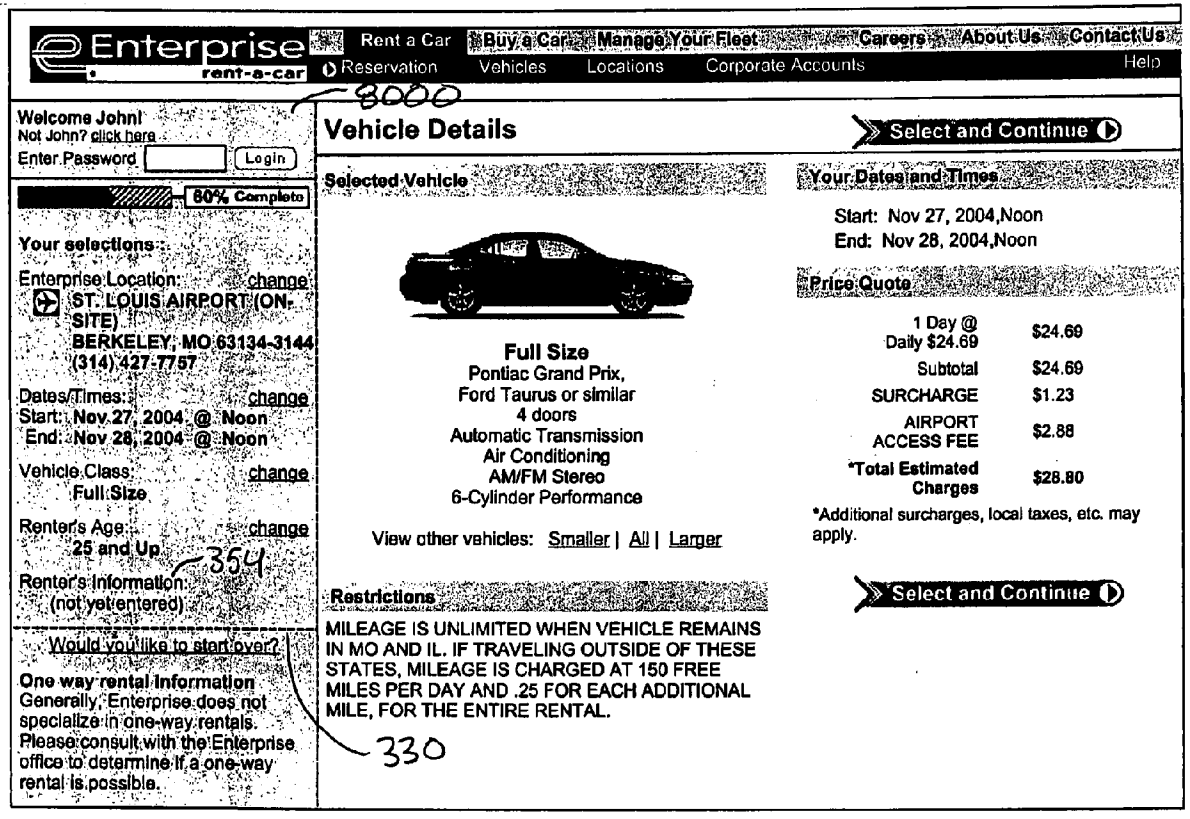
Figure 80(e)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About Us
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Vehicles
Locations
Corporate Accounts
Help
8000
Welcome John!
Not John? click here
Enter Password
Login
80% Complete
Your selections:
Enterprise Location: change
ST. LOUIS AIRPORT (ON-SITE)
BERKELEY, MO 63134-3144
(314) 427-7757
Dates/Times: change
Start: Nov 27, 2004 @ Noon
End: Nov 28, 2004 @ Noon
Vehicle Class: change
Full Size
Renter's Age: change
25 and Up
354
Renter's Information:
(not yet entered)
Would you like to start over?
One way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
330
Vehicle Details
Select and Continue
Selected Vehicle
Full Size
Pontiac Grand Prix,
Ford Taurus or similar
4 doors
Automatic Transmission
Air Conditioning
AM/FM Stereo
6-Cylinder Performance
View other vehicles: Smaller | All | Larger
Restrictions
MILEAGE IS UNLIMITED WHEN VEHICLE REMAINS IN MO AND IL. IF TRAVELING OUTSIDE OF THESE STATES, MILEAGE IS CHARGED AT 150 FREE MILES PER DAY AND .25 FOR EACH ADDITIONAL MILE, FOR THE ENTIRE RENTAL.
Your Dates and Times
Start: Nov 27, 2004,Noon
End: Nov 28, 2004,Noon
Price Quote
1 Day @ Daily $24.69 $24.69
Subtotal $24.69
SURCHARGE $1.23
AIRPORT ACCESS FEE $2.88
*Total Estimated Charges $28.80
*Additional surcharges, local taxes, etc. may apply.
Select and Continue
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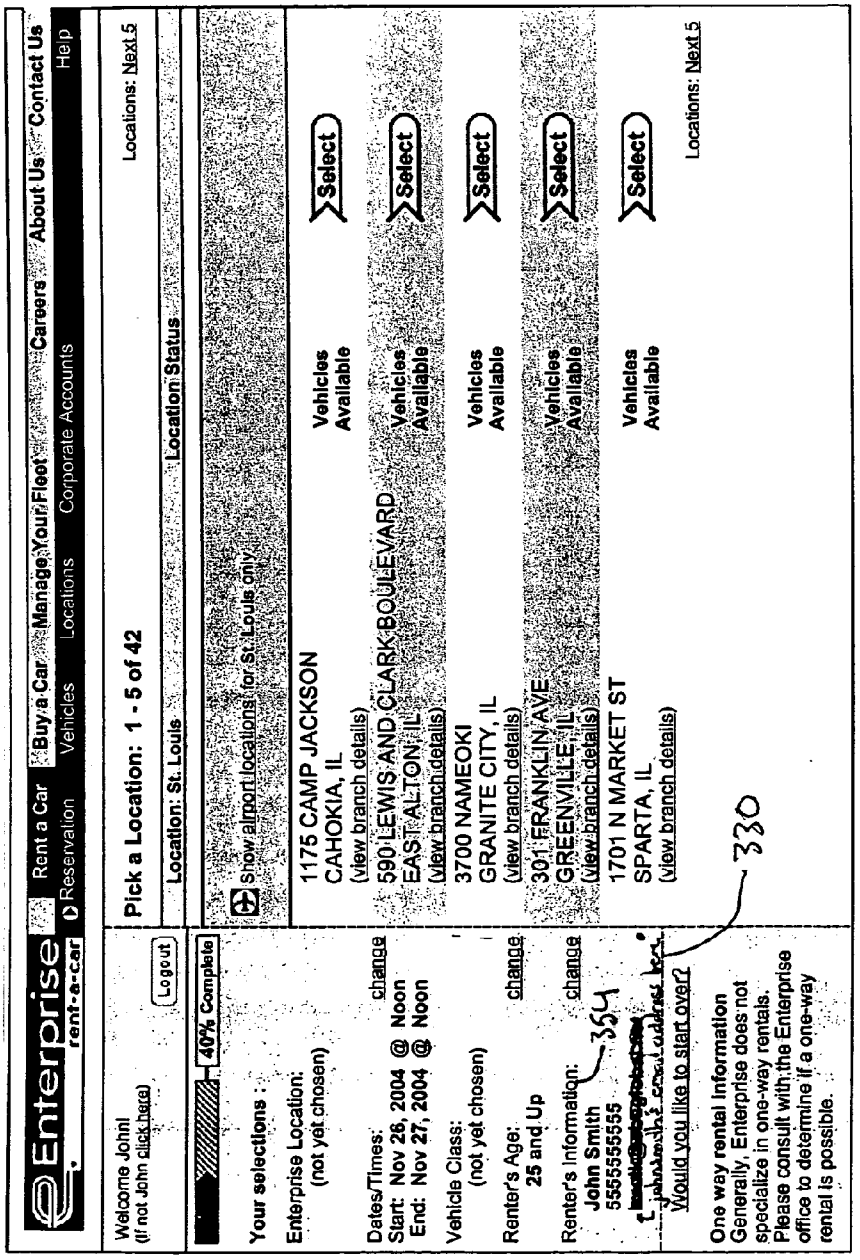
Figure 80(f)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Help
Welcome John!
(If not John click here)
Logout
Pick a Location: 1 - 5 of 42
Locations: Next 5
Location: St. Louis
Location Status
40% Complete
Your selections :
Enterprise Location:
(not yet chosen)
Dates/Times:
change
Start: Nov 26, 2004 @ Noon
End: Nov 27, 2004 @ Noon
Vehicle Class:
(not yet chosen)
change
Renter's Age:
25 and Up
change
Renter's Information:
John Smith
5555555555
Would you like to start over?
Show airport locations for St. Louis only
1175 CAMP JACKSON
CAHOKIA, IL
(view branch details)
Vehicles Available
Select
590 LEWIS AND CLARK BOULEVARD
EAST ALTON, IL
(view branch details)
Vehicles Available
Select
3700 NAMEOKI
GRANITE CITY, IL
(view branch details)
Vehicles Available
Select
301 FRANKLIN AVE
GREENVILLE, IL
(view branch details)
Vehicles Available
Select
1701 N MARKET ST
SPARTA, IL
(view branch details)
Vehicles Available
Select
Locations: Next 5
One way rental information
Generally, Enterprise does not specialize in one-way rentals. Please consult with the Enterprise office to determine if a one-way rental is possible.
Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Contact Us
Reservation | Vehicles | Locations | Corporate Accounts | Site Map | Help
We offer international car rentals:
Car Rental US | Car Rental Canada | Car Rental UK | Car Rental Ireland
Enterprise Privacy Policy | Terms and Conditions © 2004 Enterprise Rent-A-Car Company. Patent Pending
354
330

Figure 81

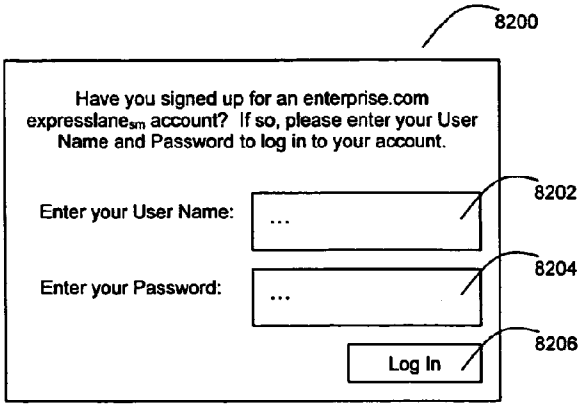

Figure 82

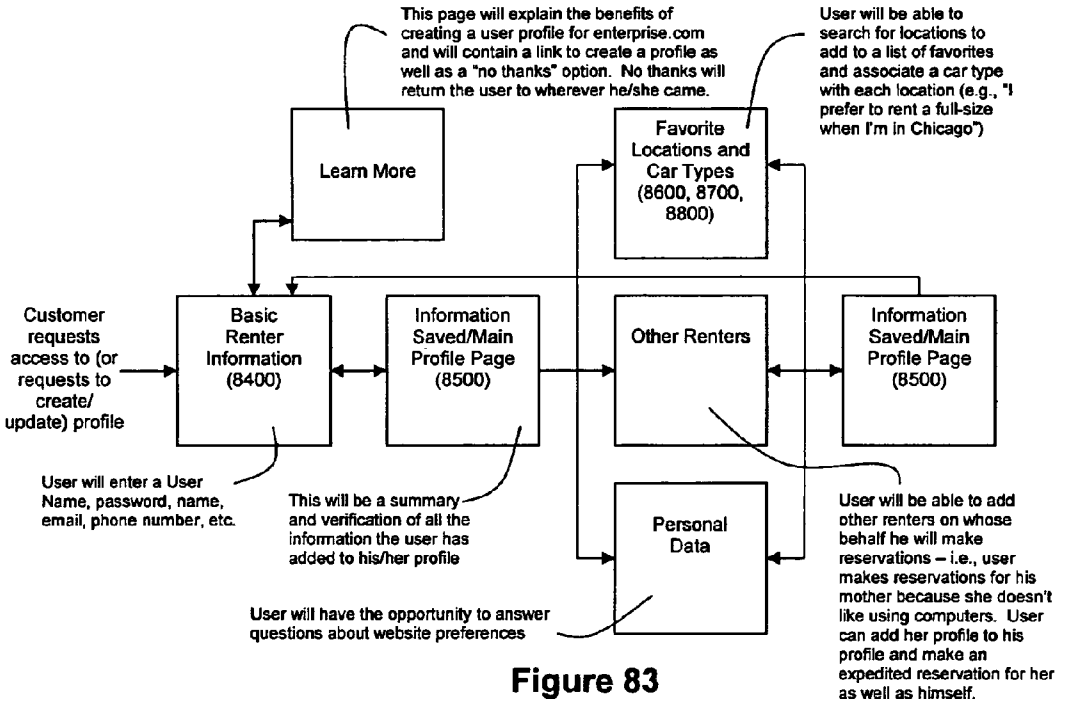

Figure 83

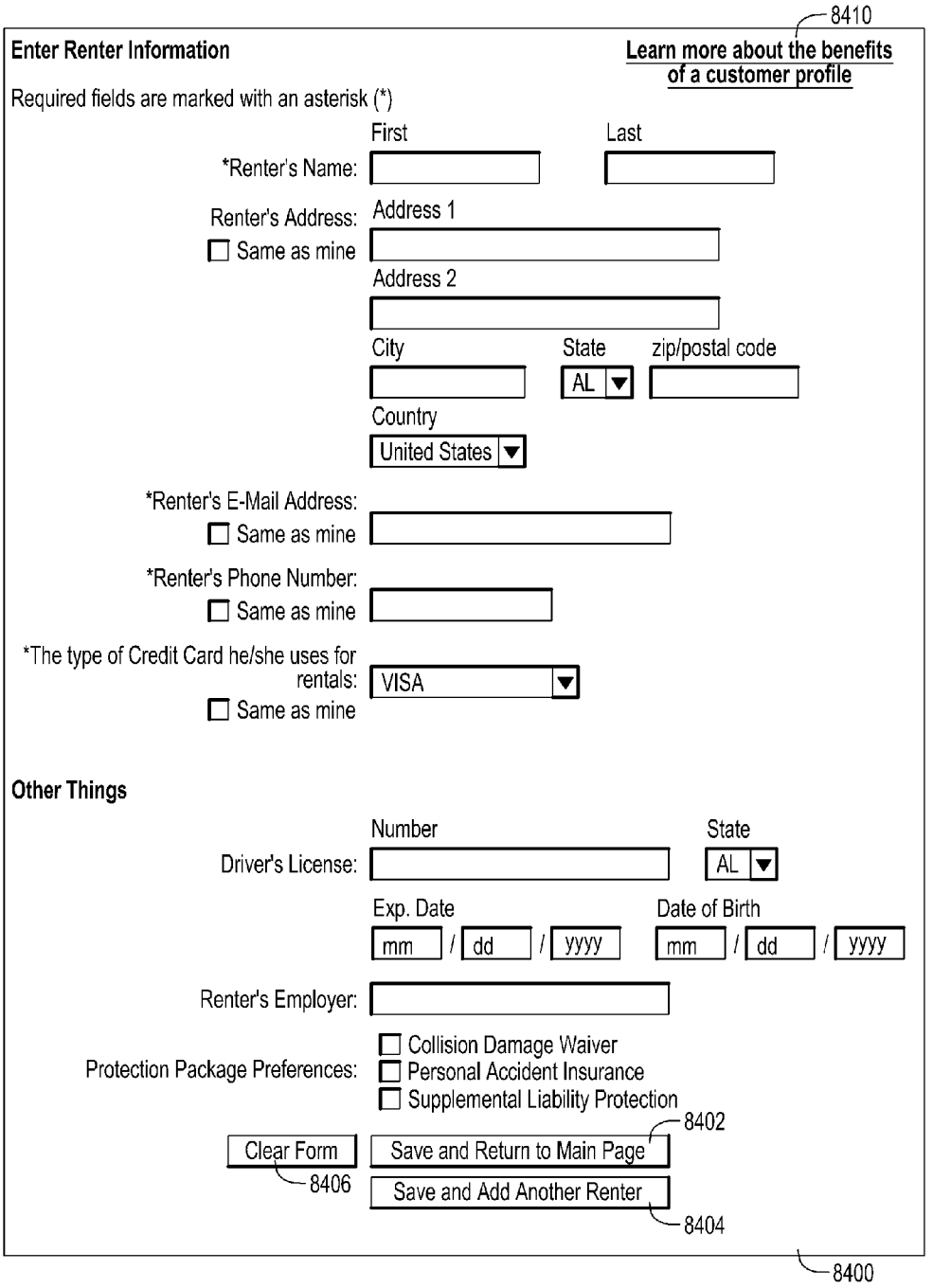
8410
Enter Renter Information
Learn more about the benefits of a customer profile
Required fields are marked with an asterisk (*)
First
Last
*Renter's Name:
Renter's Address:
Same as mine
Address 1
Address 2
City
State
AL
zip/postal code
Country
United States
*Renter's E-Mail Address:
Same as mine
*Renter's Phone Number:
Same as mine
*The type of Credit Card he/she uses for rentals:
VISA
Same as mine
Other Things
Number
State
Driver's License:
AL
Exp. Date
mm / dd / yyyy
Date of Birth
mm / dd / yyyy
Renter's Employer:
Protection Package Preferences:
Collision Damage Waiver
Personal Accident Insurance
Supplemental Liability Protection
8402
Clear Form
8406
Save and Return to Main Page
Save and Add Another Renter
8404
8400

FIG. 84

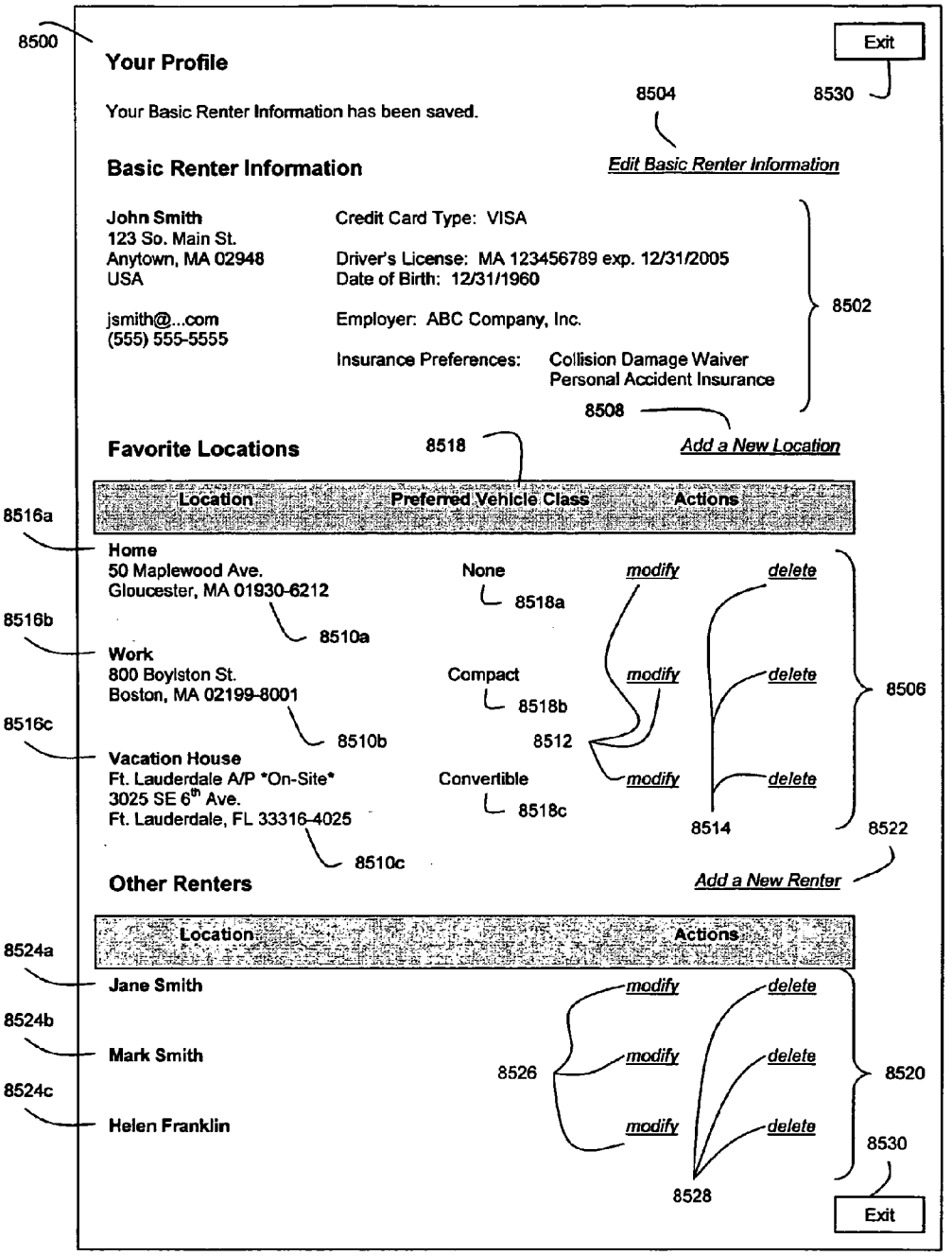
8500
Your Profile
Exit
8530
8504
Your Basic Renter Information has been saved.
Edit Basic Renter Information
Basic Renter Information
John Smith
123 So. Main St.
Anytown, MA 02948
USA
jsmith@...com
(555) 555-5555
Credit Card Type: VISA
Driver's License: MA 123456789 exp. 12/31/2005
Date of Birth: 12/31/1960
Employer: ABC Company, Inc.
Insurance Preferences: Collision Damage Waiver
Personal Accident Insurance
8502
8508
Add a New Location
Favorite Locations
8518
Location
Preferred Vehicle Class
Actions
8516a
Home
50 Maplewood Ave.
Gloucester, MA 01930-6212
8510a
None
8518a
modify
delete
8516b
Work
800 Boylston St.
Boston, MA 02199-8001
8510b
Compact
8518b
8512
modify
delete
8506
8516c
Vacation House
Ft. Lauderdale A/P *On-Site*
3025 SE 6th Ave.
Ft. Lauderdale, FL 33316-4025
8510c
Convertible
8518c
modify
delete
8514
8522
Add a New Renter
Other Renters
Location
Actions
8524a
Jane Smith
8524b
Mark Smith
8524c
Helen Franklin
8526
modify
delete
8520
8528
8530
Exit

Figure 85

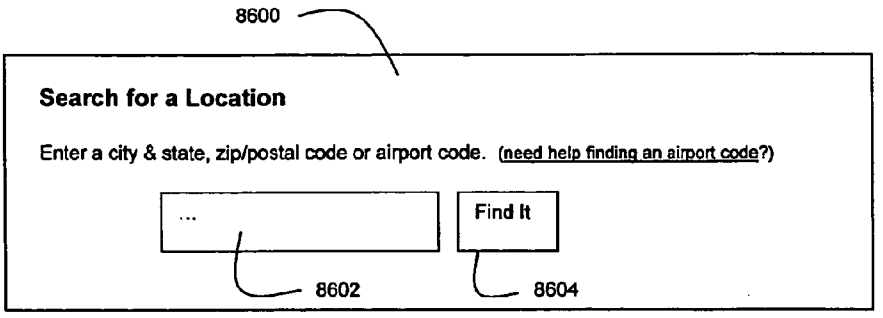

Figure 86

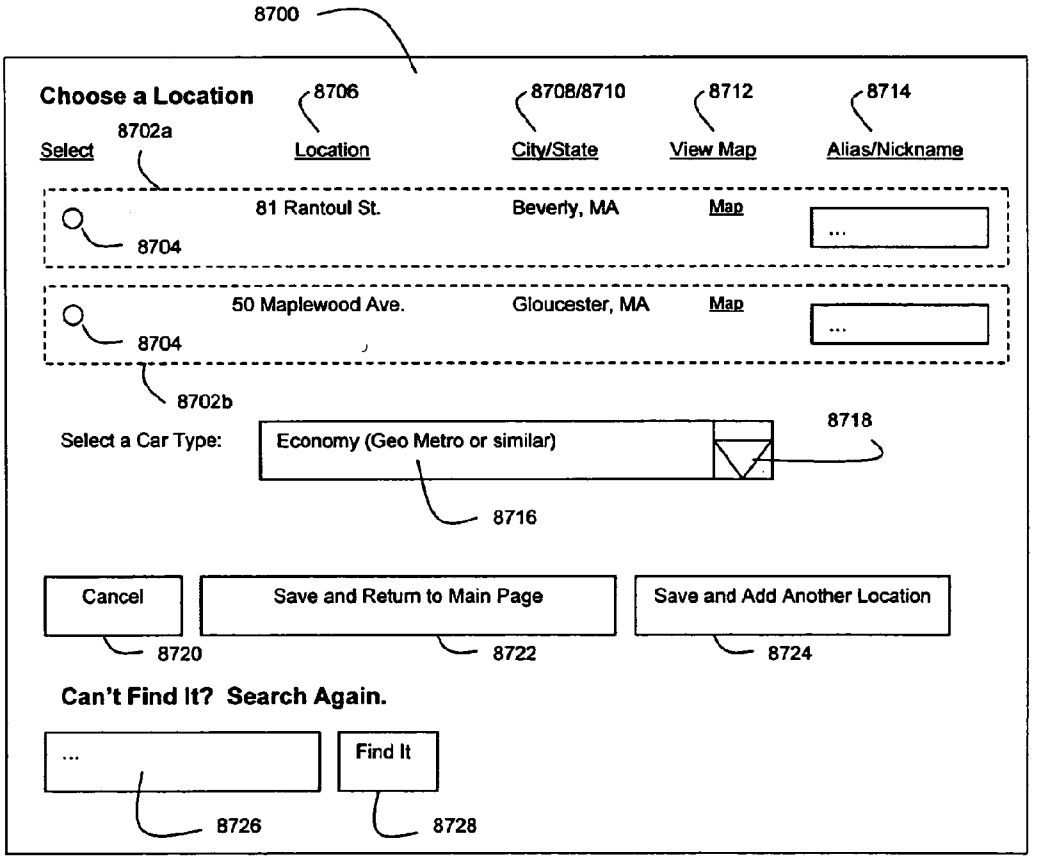

Figure 87

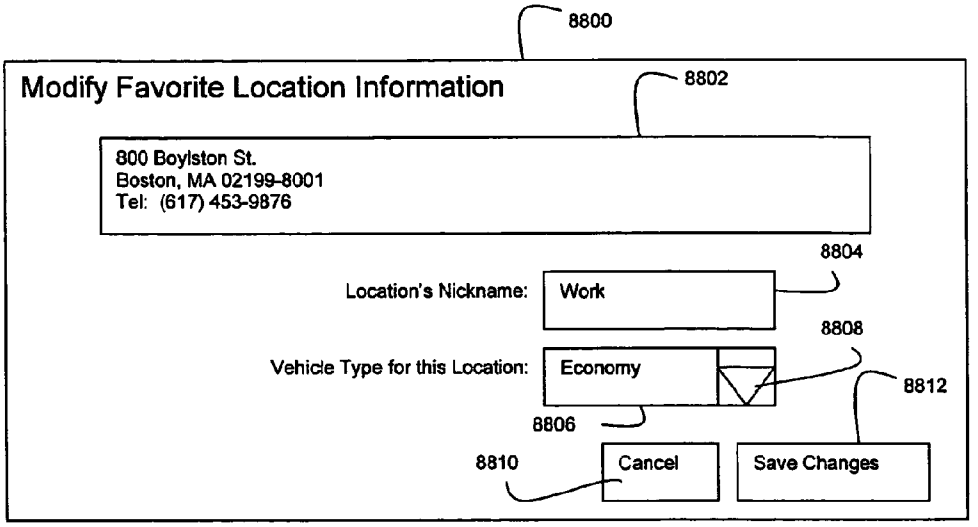

Figure 88

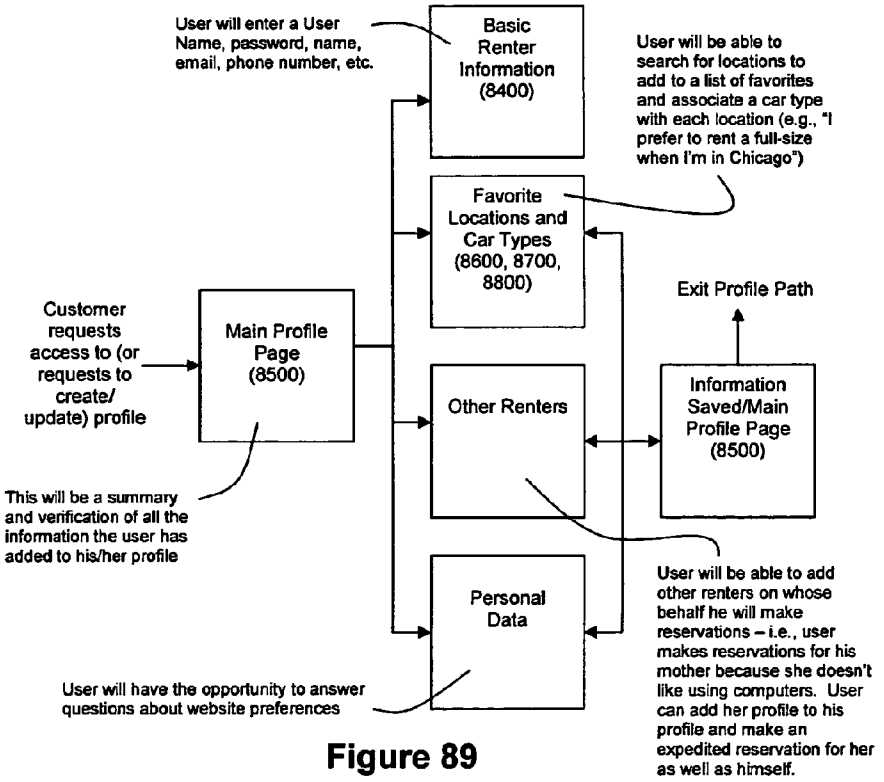

Figure 89

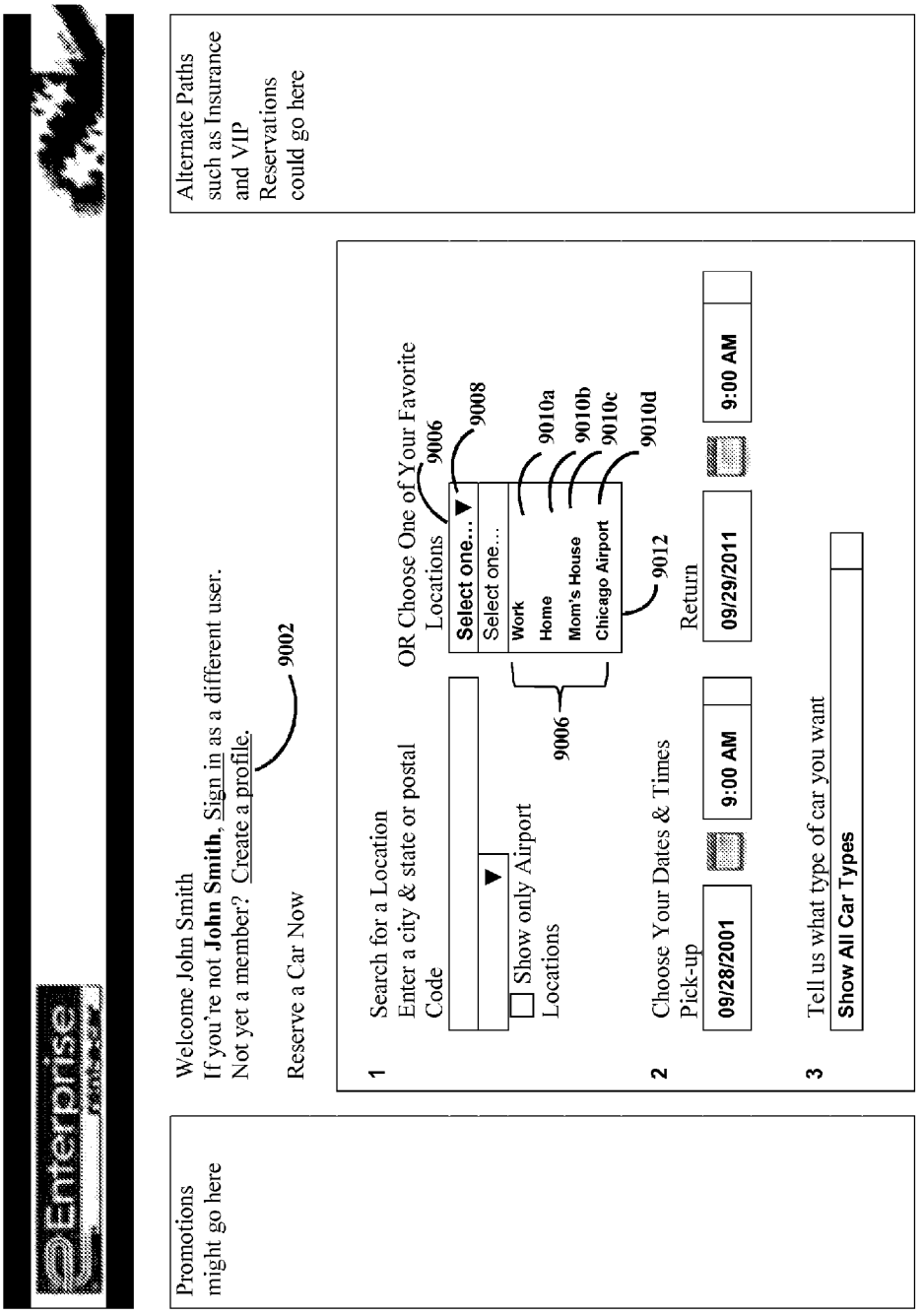
Enterprise
Promotions might go here
Welcome John Smith
If you're not John Smith, Sign in as a different user.
Not yet a member? Create a profile.
9002
Reserve a Car Now
1 Search for a Location
Enter a city & state or postal Code
Show only Airport Locations
OR Choose One of Your Favorite Locations
9006
9008
Select one...
Select one...
Work
Home
Mom's House
Chicago Airport
9010a
9010b
9010c
9010d
9006
9012
2 Choose Your Dates & Times
Pick-up
09/28/2001
9:00 AM
Return
09/29/2011
9:00 AM
3 Tell us what type of car you want
Show All Car Types
Alternate Paths such as Insurance and VIP Reservations could go here
9000

Figure 90

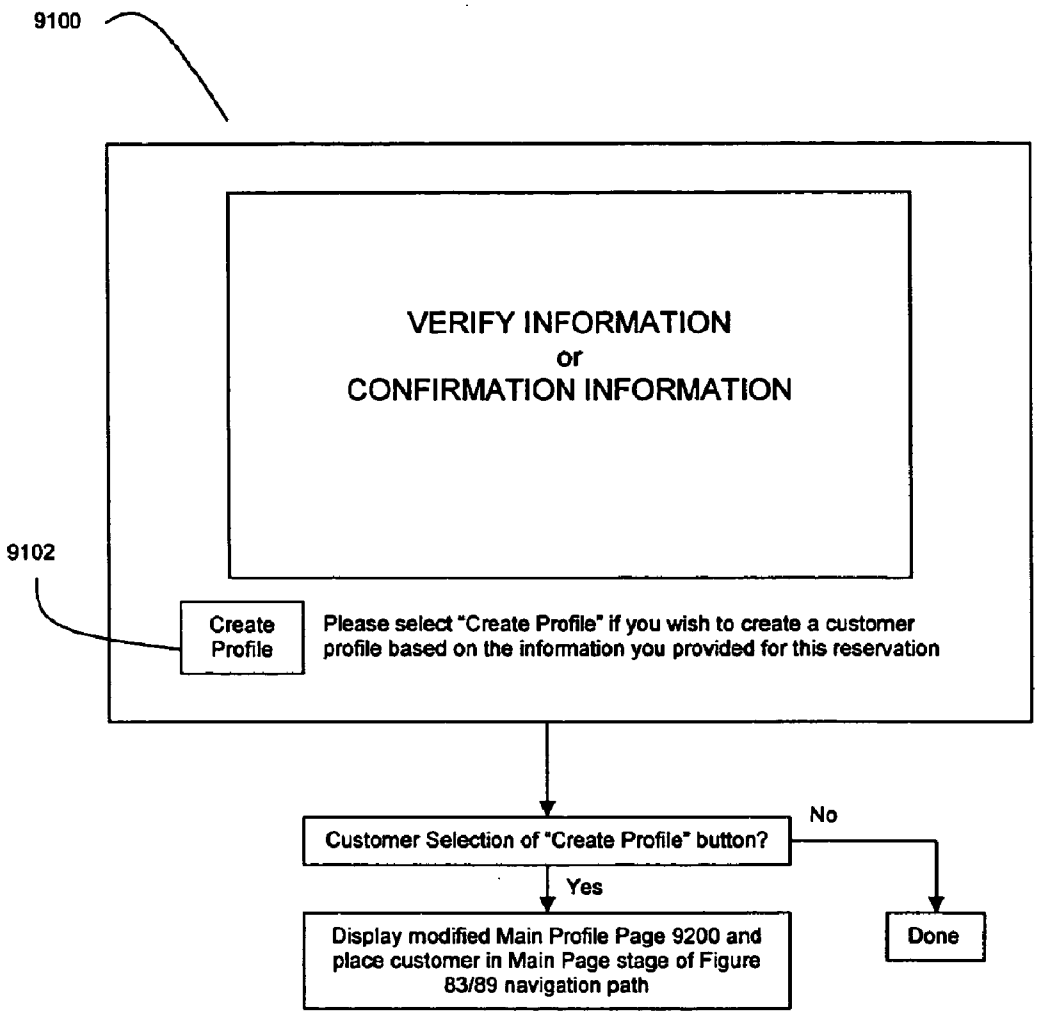
9100
VERIFY INFORMATION
or
CONFIRMATION INFORMATION
9102
Create Profile
Please select "Create Profile" if you wish to create a customer profile based on the information you provided for this reservation
Customer Selection of "Create Profile" button?
No
Yes
Display modified Main Profile Page 9200 and place customer in Main Page stage of Figure 83/89 navigation path
Done

Figure 91

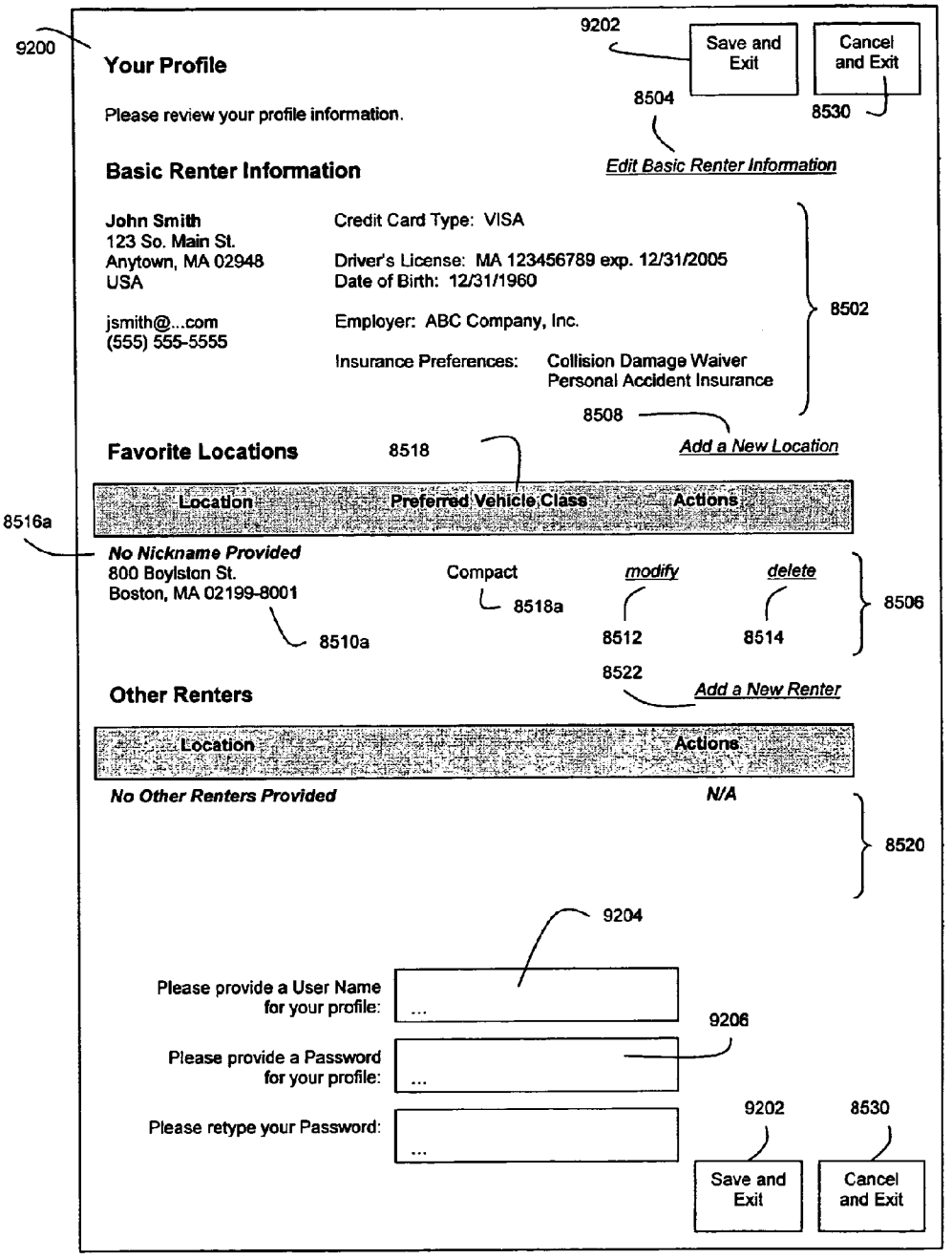
9200
Your Profile
9202
Save and Exit
Cancel and Exit
8530
Please review your profile information.
8504
Edit Basic Renter Information
Basic Renter Information
John Smith
123 So. Main St.
Anytown, MA 02948
USA
jsmith@...com
(555) 555-5555
Credit Card Type: VISA
Driver's License: MA 123456789 exp. 12/31/2005
Date of Birth: 12/31/1960
Employer: ABC Company, Inc.
Insurance Preferences: Collision Damage Waiver
Personal Accident Insurance
8502
8508
Add a New Location
Favorite Locations
8518
Location
Preferred Vehicle Class
Actions
8516a
No Nickname Provided
800 Boylston St.
Boston, MA 02199-8001
8510a
Compact
8518a
modify
delete
8512
8514
8506
8522
Add a New Renter
Other Renters
Location
Actions
No Other Renters Provided
N/A
8520
9204
Please provide a User Name for your profile:
9206
Please provide a Password for your profile:
Please retype your Password:
9202
8530
Save and Exit
Cancel and Exit

Figure 92

METHOD AND APPARATUS FOR IMPROVED CUSTOMER DIRECT ON-LINE RESERVATION OF RENTAL VEHICLES

CROSS-REFERENCE AND PRIORITY CLAIM TO RELATED APPLICATIONS

[0001] This application is a divisional of U.S. patent application Ser. No. 11/039,203, filed Jan. 20, 2005, entitled "Method and Apparatus for Improved Customer Direct On-Line Reservation of Rental Vehicles", now U.S. Pat. No. 8,108,231, which is a continuation-in-part of pending U.S. patent application Ser. No. 10/505,685, filed Aug. 25, 2004, entitled "Method and Apparatus for Customer Direct On-Line Reservation of Rental Vehicles Including Deep-Linking", which is a national phase of PCT/US03/18553, filed Jun. 13, 2003, entitled "Method and Apparatus for Customer Direct On-Line Reservation of Rental Vehicles Including Deep-Linking", which is a continuation-in-part of pending U.S. patent application Ser. No. 10/172,481, filed Jun. 14, 2002, entitled "Method and Apparatus for Customer Direct On-Line Reservation of Rental Vehicles", the entire disclosures of all of which are incorporated herein by reference.

FIELD OF THE INVENTION

[0002] The present invention relates to the automated processing and booking of reservation transactions conducted over a computer network between a customer and a reservation booking entity. In particular, the present invention relates to the on-line reservation of rental vehicles. Even more particularly, the present invention relates to the reservation of rental vehicles over the internet through a consumer accessing a dedicated web site.

BACKGROUND OF THE INVENTION

[0003] In the past decade, the use of the Internet in connection with commercial activities (so-called "e-commerce") has exploded into virtually all areas of the business world. Among the businesses utilizing the Internet for e-commerce purposes have been car rental businesses.

[0004] One of the ways that the car rental industry has utilized the power of the Internet is through on-line reservation booking. In addition to the many travel web sites, another way for a consumer to book a reservation over the Internet using an Internet-connected computer is to interact with a server maintained by the entity that books the reservation. To successfully complete a reservation transaction, the customer must generally provide the server with 3 or 4 basic types of information: (1) temporal information—when and for how long the car rental is needed (typically entered as pick up and return dates), (2) location information—from which branch of the rental car company the rental car is desired to be obtained, (3) vehicle information—what type of vehicle is needed, and optionally (4) customer information—the customer's age and/or name. With these informational needs in mind, various websites dedicated to on-line booking of car rental reservations have been developed. Such on-line reservation websites guide the customer through the reservation process so that the customer provides the server with the information necessary to complete a reservation transaction. Thereafter, the server can create the reservation and post it to the rental car company's database. However, the current on-line reservation websites are not particularly adept at guiding customers through the reservation process in a manner that provides both a high degree of user-friendliness and flexibility. Because of the rigid navigational structure of current on-line reservation websites, it is believed that on-line reservation processing has not taken full advantage of the flexibility desired by consumers and which will allow this marketing channel to reach its full potential.

[0005] FIGS. **1**(*a*)-(*d*) illustrate an example of a conventional on-line reservation booking process. The customer accesses a page having a form that includes a plurality of fields in which he/she can enter data. Some fields are required for the reservation to be booked, some are not (required fields are denoted by the *). If the customer submits data for less than all of the required fields, the form is returned to the customer with an indication that he/she must fill out all required fields to successfully submit a reservation. In the example of FIG. **1**(*a*), it can be seen that the customer has entered "St. Louis Airport" in the required location field, but has left all other fields blank. When this form is submitted, the form of FIG. **1**(*b*) would typically be returned. Error indicators would typically be placed adjacent to the blank required fields, and an error message instructs the customer to fill all required fields. If the form of FIG. **1**(*c*) represents the result of the customer's next attempt to submit a reservation, it can seen that the customer has now failed to include his/her age in the form. The confirmation form of FIG. **1**(*d*) will typically only be provided to the customer after an age is entered in the age field. The confirmation page of FIG. **1**(*d*) is typically only presented to the customer after the customer has submitted all required fields and the server has determined that a reservation is possible given the data submitted in the required fields (i.e., that a luxury sedan is available for rental at the St. Louis Airport branch from Aug. 1, 2002 through Aug. 3, 2002 to a 35-year old person).

[0006] Because of the different types of data needed to book a reservation (as exemplified by the required fields in the forms of FIGS. **1**(*a*)-(*c*)), the on-line rental vehicle reservation process can be thought of as a multi-stage process, wherein each stage corresponds to receipt of a particular type of necessary reservation information from the customer. That is, one stage relates to obtaining temporal information from the customer, another stage relates to obtaining location information from the customer, another stage relates to obtaining vehicle information from the customer, and yet another stage relates to obtaining personal information from the customer.

[0007] Many current on-line rental vehicle reservation websites guide customers through these stages one stage at a time. That is to say, the customer is first presented with a page requesting that temporal information for the reservation be provided. After the customer transmits the requested temporal data to the server, the server responds by presenting the customer with a page requesting that location information for the reservation be provided. After the customer transmits the requested location data to the server, the server responds by presenting the customer with a page requesting that vehicle information be provided, and so on until the server receives all types of necessary data. Once all types of necessary data are received, the server typically presents the customer with a verify page that summarizes the entered data. If the customer wishes to change any of the entries, that customer is typically dropped back to the stage where revision is desired. In simplistic systems, the customer must typically thereafter resupply the server with the information for any stages downstream from the revised stage. In more advanced systems, the customer typically can be returned to the verify page after

entering the revision data. FIG. **2** illustrates such a conventional linear process (the dashed line indicating the improved revision process).

[0008] Such conventional techniques suffer from a shortcoming in that a customer who realizes that an error was made in entering stage **1** data (for example, entering the wrong starting date for the rental) but does not realize the mistake until stage **2**, must typically process through all the other stages before getting the opportunity to correct the mistake. Because of this inconvenience, customer frustration may occur which could lead to the customer leaving the site without completing the reservation. Also, such conventional reservation techniques typically require the customer to complete reservation stages in a fixed order defined by the reservation booking entity and not the customer. Thus, customers typically do not have the freedom to complete stages in the order they may desire.

[0009] Another reservation booking process known in the art as of the filing date hereof is shown in FIG. **3**. Rather than forcing the customer to first complete a particular stage before proceeding to a next stage, the customer is allowed to first complete any of a plurality of stages (but not the vehicle stage—which requires prior completion of both the time stage and location stage), and then proceed through each individual remaining stage in a single-step fashion. While such a reservation system gives the customer the partial freedom to select the order in which stages are completed, it still requires the customer to complete the reservation process sequentially using a fixed number of minimum data exchanges. That is to say, for each stage, the customer must access the page associated with that stage before proceeding to a page associated with the next stage. This shortcoming unnecessarily draws out the reservation process, thereby adding to customer frustration and possible loss of a reservation.

[0010] Another feature of a known on-line reservation system is a summary section that is provided on the left hand side of each page associated with a stage (the right hand side of each page is dedicated to prompting the customer to enter the data for the stage associated therewith). The summary section lists the stage data entered by the customer. As the customer completes stages, the summary section is updated with the new data entries. However, the competitor's summary section is a read-only summary. It is not interactive to allow the customer to directly select a data entry he or she may wish to revise. If the customer, upon reviewing the summary section, decides that a stage needs to be re-visited to revise the data corresponding thereto, the customer must correlate which stage is associated with the data needing revision and then identify a tab or other pointer on the right hand side of the page and select it to re-visit the stage associated with the data needing revision. FIG. **4** illustrates this aspect of the known reservation system. The potential customer confusion that may be created as customers navigate through such an on-line reservation system is thought to increase customer dissatisfaction with the web site.

[0011] Log file research and usability tests have shown that customers will abandon websites as a function of the website's user-unfriendliness and inconvenience. As such, to maximize the potential of their e-commerce investment, it is highly important that reservation booking entities provide an on-line reservation system that not only smoothly guides the customer from start to finish but also allows the customer some flexibility in navigating the site at their own desired pace with a minimum of inconvenience. This is especially the case due to the inherent uncertainty of speed and connectivity of the Internet. In other words, requiring potential customers to access increased numbers of menus or displays increases the amount of time required to successfully complete a reservation. These studies have shown that user drop out increases as a function of time, so designing a web site which perhaps is easily implementable in HTML or other programming code may well lead to a rigid, single path architecture that is not optimized for user friendliness, minimal data entry, and minimal display access steps.

SUMMARY OF THE INVENTION

[0012] Toward this end, the inventors herein have developed an on-line reservation transaction system wherein the customer can complete the stages of the reservation transaction via a customer-determined path, and not according to a strictly defined, straight-line architecture.

[0013] According to one aspect of the parent invention, disclosed herein is a method of processing a reservation transaction between a customer and reservation-booking entity via a computer network connecting a customer computer with an automated reservation transaction processor, the reservation transaction requiring submission of at least three different types of reservation data from the customer for successful completion thereof, each reservation data type having one of a plurality of different values, wherein each reservation data type value is dependent upon other reservation data type values, the method comprising: (a) displaying a page on the customer computer, the page including (1) a request that the customer submit values for at least two of the different data types, and (2) for each requested data value, a data submitter through which the customer can submit a data value to the automated reservation transaction processor; (b) receiving data at the automated reservation transaction processor from the customer computer that corresponds to a submission of a data value for at least one of the data types; (c) determining from the received data at least one data type, if any, that remains unsubmitted; (d) if any unsubmitted data type is determined to remain, determining, on the basis of the interdependence of the different data values for the different reservation data types, a list of remaining acceptable values for the at least one unsubmitted reservation data type; (e) displaying another page on the customer computer, the another page including (1) said at least one determined list of acceptable data submission values, and (2) for each said determined list, a data submitter for submitting at least one of said acceptable values to the automated reservation transaction processor; and (f) repeating steps (b) through (e) as necessary until all required data types are successfully submitted to the automated reservation transaction processor, thereby completing the reservation.

[0014] The reservation transaction is preferably a rental vehicle rental reservation, wherein the types of necessary data comprise temporal information, location information, and vehicle information. Additional types of necessary data types may include customer age information and other customer personal information (such as name, phone number, insurance carrier or preference, etc.).

[0015] The data values for the reservation data types are said to be dependent upon each other because it is not necessarily the case that all possible combinations of the different values for each reservation data type will be acceptable to complete a reservation. That is, in a given reservation transaction, a particular data value for a particular data type may

restrict the range of acceptable values for other data types. For example, the value of "luxury" for vehicle type may display a range of location values but restrict the range of acceptable location values from locations **1-10** to only locations **3** or **4**; or the value of Jul. 10-14, 2002 for starting/end time and the value of Location X for location may restrict the range of acceptable values for vehicle types from all vehicle types to only "economy" and "compact". Thus, the range of acceptable values for each reservation data type are preferably dependent upon availability given any previous data value entries for other reservation data types. At the same time, the user may choose to change one of the limiting data values to thereby change the resulting range of acceptable data values for other data types. Because the parent invention preferably narrows the customer's data submission options to a list of acceptable values for an unsubmitted data type on the basis of what values are acceptable for successful completion of a reservation given the previous data value submissions for the other data type, customers are guided toward making choices that correspond to actual availability of vehicles, times, locations, etc. which thereby eliminates the customer receiving an "unavailable" message requiring him to re-select for these values. This maximizes the likelihood of the potential consumer staying on the web site and successfully booking a reservation with minimal potential for dissatisfaction.

[0016] According to another aspect of the parent invention, herein is disclosed a method of processing a reservation transaction between a customer and a reservation-booking entity via a computer network connecting a customer computer with an automated reservation transaction processor, the reservation transaction requiring a plurality of customer-entered pieces of information that are necessary for successful completion thereof, the method comprising displaying a page on the customer's computer, the page being configured with (1) at least one field for the customer to submit a piece of necessary information, and (2) a summary that includes (a) a list comprised of any pieces of said necessary information previously submitted by the customer and (b) at least one selectable edit link for requesting a data submitter for entering at least one revised data value for at least one piece of said necessary information.

[0017] The use of such an interactive summary on the interactive web pages of the parent invention allows customers to quickly and easily enter any changes to the previously-submitted data.

[0018] According to yet another aspect of the parent invention, deep-linking is provided for customers seeking to book a reservation from a promotional link or from a corporate account. The promotion corresponding to a promotional link that may be selected by a customer may have one or more promotion conditions, each promotion condition corresponding to a particular data value or range of data values that the customer must choose for a particular reservation data type. For example, a promotion offering a reduced rate may only be valid for a single vehicle type or may only be valid for a limited time. Similarly, a corporate account may include limiting parameters analogous to promotion conditions. With the parent invention, when a customer selects a promotional link or a particular corporate account, that customer is deep-linked into the reservation booking process such that the data values for any data type that correspond to a promotion condition (or a corporate account parameter) are identified in the accompanying text. Also, any reservation data types corresponding to promotional conditions (or corporate account parameters) have their data values set equal to those conditions/parameters. Should the customer submit a data value that violates a promotion condition (or corporate account parameter), then the parent invention notifies the customer of this situation and presents him/her with an option to revise the data value causing the violation of a promotion condition/corporate account parameter. Instructional text may also be found on subsequent pages. Alternately, the customer may elect to continue the process and not take advantage of the promotion or move off the corporate account.

[0019] By deep-linking into the website those customers who are seeking to take advantage of an offered promotion (or an available corporate account), the parent invention avoids inconvenience to the customer that would result from requiring the customer to first learn what data values need to be entered to satisfy the conditions of the promotion and then entering those values. Those steps are bypassed by deep-linking the customer to a point in the reservation booking process where data values relating to promotional conditions are automatically set to the conditional values. Also, by notifying the customer when a submitted data value for a reservation data type violates a promotion condition (or corporate account parameter) and by giving the customer the option to accordingly revise that data value, the parent invention avoids the customer dissatisfaction that may arise from the customer losing out on a desired advantage because of an unintentional violation of a promotion condition or corporate account parameter.

[0020] As part of this deep-linking concept, repeat users such as regular customers and on-going business partners of the reservation booking entity can be provided with a URL that is operative to deep-link a computer user into the reservation server site in accordance with a corporate account maintained with the reservation booking entity by the repeat user. This URL can be placed on the repeat user's computer system (such as an Intranet site) as a hyperlink that can be selected by customers who want to book a reservation from that computer system, wherein the reservation takes advantage of any deals or rates that are available through the repeat user's account.

[0021] Further, it is worth noting that travel agents (or travel agent organizations) can act as a business partner who uses a corporate account. Further still, travel agents can be provided with identifiers that allow the system to track and assess commissions to the travel agents for booked reservations as may be appropriate.

[0022] Further still, according to another aspect, a user interface can be used to define the parameters of a corporate account, customer account, or promotional offer. Such an interface provides fast, flexible control over account parameters that are tailored to the wishes of, for example, a business partner for whom a corporate account is created.

[0023] According to yet another aspect of the parent invention, the parent invention can be implemented to use web services for data exchanges between the customer computer and the reservation booking website. With web services, XML messages using standard formatting are passed between the customer computer and reservation booking website. XML messaging provides for increased speed and ease of connection between the customer computer and the reservation booking website, and further offers improved reuseability and a substantial decrease in the configuration changes needed for the customer computer-to-reservation booking website communications.

[0024] The parent invention further provides an efficient use of a user's time and network connectivity, by minimizing the required amount of interactivity, and movement of data/displays from the reservation booking website and the customer's computer. As is known in the art, delays are commonly experienced on the Internet due to the required transmission of large amounts of data to create displays so that minimizing the number of displays must necessarily speed up the process of a user making an Internet reservation.

[0025] Still another aspect of the parent invention is the design feature that creates a summary section with hyperlinks for a user to conveniently click and move to a display to change the corresponding data needed to complete the reservation. This summary is further advantaged by occupying less than all of the display screen. This feature of the invention focuses the user on the single most important task at hand, i.e. that of completing the reservation in a manner acceptable to the user, with the correct information entered, and with perhaps the most user-friendly and intuitive method for correcting/changing any information needed for completing the reservation. The invention thus adapts the website architecture to the user's needs, and points every user action towards completing the reservation to thereby maximize the "completion" rate of reservations achieved compared to the number of users accessing the website.

[0026] According to yet another aspect of the invention, disclosed herein is an improvement to the personalized customer profiles/accounts of the parent invention, wherein the functionality of managing customer profiles/accounts is expanded upon to provide customers with greater control over the profile data stored in their associated personalized accounts/profiles, particularly in connection with the "favorite" or "preferred" branch locations for rental vehicle reservations that are stored in the customer profiles/accounts and which may be used to "pre-populate" one or more data entries.

[0027] According to yet another aspect of the present invention, the preferred reservation booking website has been expanded to meet the travel needs and particularly the rental vehicle needs of general aviation (GA) travelers, i.e. those travelers who fly on non-military, civil aviation other than scheduled airline flights. As part of this aspect of the present invention, a GA rental vehicle reservation creation path is preferably provided within the reservation booking website that interacts with customers traveling via GA in a manner that is responsive to their GA travel needs. In particular, in a preferred aspect of this feature of the invention, the reservation booking website facilitates the selection of a branch location for a customer's rental vehicle reservation based at least in part upon a Fixed Base Operator (FBO) service to be used by the customer as part of his/her GA travel plans.

[0028] According to yet another aspect of the present invention, customers are provided with a streamlined ability to log into their customer profiles/accounts. As part of this aspect of the present invention, fields for customer entry of a password for a customer profile/account (and optionally a field for customer entry of a user name for a customer profile/account) are provided on several of the displayed web pages (e.g., a choose vehicle page, a renter information page, a choose location page etc.), or more preferably, on all of the web pages that are displayed to the customer when the customer has not yet logged into his/her profile/account. This feature allows a user to quickly navigate to a profile/account from other pages than just a home page (or start page or splash page), for example. A home/start/splash page can best be described as the initial main user interface through which the user provides reservation data to the reservation booking website. Often times, the home/start/splash page will allow the user to enter data for a plurality of reservation data types (e.g., temporal, location, and vehicle data).

[0029] These and other features and advantages of the present invention will be in part apparent and in part pointed out in the following description and referenced figures.

BRIEF DESCRIPTION OF THE DRAWINGS

[0030] FIG. **1** illustrates a prior art technique by which a reservation booking website obtains reservation data from a customer;

[0031] FIG. **2** illustrates another prior art technique by which a reservation booking website obtains reservation data from a customer;

[0032] FIG. **3** illustrates yet another prior art technique by which a reservation booking website obtains reservation data from a customer;

[0033] FIG. **4** illustrates a known technique for providing a customer with a summary of existing reservation data as the customer proceeds through the various stages of the reservation booking process;

[0034] FIG. **5** illustrates an overview of the reservation data gathering technique of the parent invention, wherein **3** types of reservation data are needed;

[0035] FIG. **6** illustrates a preferred architectural overview for the parent invention;

[0036] FIG. **7** illustrates the preferred automated reservation transaction processor in more detail;

[0037] FIG. **8** illustrates a preferred technique for how the parent invention processes data received from the customer;

[0038] FIGS. **9-12** illustrate various preferred navigational paths for the reservation booking process of the parent invention starting from the home page;

[0039] FIG. **13** illustrates a preferred navigational path for the reservation booking process of the parent invention starting from a page designed to obtain general locational information from the customer;

[0040] FIGS. **14-15** illustrate various preferred navigational paths for the reservation booking process of the parent invention starting from pages designed to obtain a branch selection from the customer;

[0041] FIGS. **16-17** illustrate various preferred navigational paths for the reservation booking process of the parent invention starting from pages designed to obtain a vehicle selection from the customer;

[0042] FIGS. **18-19** illustrate various preferred navigational paths for the reservation booking process of the parent invention starting from pages designed to provide the customer with detailed information about a selected vehicle;

[0043] FIGS. **20-23** illustrate various preferred navigational paths for the reservation booking process of the parent invention starting from pages designed to provide the customer with detailed information about a selected branch;

[0044] FIG. **24** illustrates a preferred navigational path for the reservation booking process of the parent invention starting from a page designed to obtain pertinent personal information about the customer;

[0045] FIGS. **25-26** illustrate various preferred navigational paths for the reservation booking process of the parent invention starting from pages designed to allow the customer to review and verify the reservation data prior to booking;

[0046] FIG. **27** illustrates a preferred navigational path for the reservation booking process of the parent invention starting from a reservation confirmation page;

[0047] FIGS. **28-29** illustrate various preferred navigational paths for the reservation booking process of the parent invention starting from pages designed to allow the customer to change the reservation time;

[0048] FIG. **30** illustrates a preferred navigational path for the reservation booking process of the parent invention starting from a page designed to allow the customer to change the age data;

[0049] FIG. **31** illustrates an overview of how the parent invention allows a customer to deep-link into the reservation booking process upon the selection of a promotional link;

[0050] FIG. **32** illustrates the promotional deep-linking aspect of the parent invention;

[0051] FIG. **33** illustrates how the parent invention allows a customer who is following a promotional path to make informed decisions when entering data to avoid violating the conditions of the promotion;

[0052] FIG. **34** illustrates an overview of how the parent invention allows a customer to deep-link into the reservation booking process with use of a corporate account;

[0053] FIG. **35** illustrates the corporate account deep-linking aspect of the parent invention;

[0054] FIG. **36** illustrates how the parent invention allows a customer who is following a corporate account path to make informed decisions when entering data to avoid violating the parameters of the corporate account's profile;

[0055] FIG. **37** is a screenshot of a preferred home page (H) for the parent invention;

[0056] FIGS. **38-41** are screenshots of preferred "choose location" pages (CL**1**-CL**4**) for the parent invention;

[0057] FIGS. **42-43** are screenshots of preferred "choose vehicle" pages (CV**1**-CV**2**) for the parent invention;

[0058] FIGS. **44-45** are screenshots of preferred "vehicle details" pages (VD**1**-VD**2**) for the parent invention;

[0059] FIGS. **46-49** are screenshots of preferred "branch details" pages (BD**1**-BD**4**) for the parent invention;

[0060] FIGS. **50**(*a*)-**50**(*b*) are screenshots of a preferred "renter information" page (RI) for the parent invention;

[0061] FIGS. **51-52** are screenshots of preferred "verify" pages (V**1**-V**2**) for the parent invention;

[0062] FIG. **53** is a screenshot of a preferred "confirmation" page (Conf) for the parent invention;

[0063] FIGS. **54-55** are screenshots of preferred "change time" pages (ChT**1**-ChT**2**) for the parent invention;

[0064] FIG. **56** is a screenshot of a preferred "change age" page (ChA) for the parent invention;

[0065] FIG. **57** is a screenshot of a preferred "stripped down home page" page (SH) for the parent invention

[0066] FIG. **58** is a screenshot of a preferred "after hours" page (AH) for the parent invention;

[0067] FIGS. **59-61** are screenshots of preferred "apology" pages (APOL**1**-APOL**5**) for the parent invention;

[0068] FIG. **62** is a screenshot of a preferred "cancel reservation" page (Cancel) for the parent invention;

[0069] FIG. **63**(*a*) is a screenshot of a preferred "promotional parameters notice" page (Notice) for the parent invention;

[0070] FIG. **63**(*b*) is a screenshot of a preferred "corporate account parameters notice" page (Notice) for the parent invention;

[0071] FIG. **64** is a screenshot of a choose location page, wherein the list of available branch locations has been restricted to airport branch locations;

[0072] FIG. **65** is a screenshot of a branch location search page;

[0073] FIG. **66** is a screenshot of a list of branch locations returned after a user has entered search criteria on the page of FIG. **65**;

[0074] FIG. **67** is a screenshot of a branch location details page that is displayed upon selection of a branch location from the page of FIG. **66**;

[0075] FIG. **68** illustrates a preferred format for a "get rates" web service request and response;

[0076] FIGS. **69**(*a*) and (*b*) illustrate a preferred format for a "create reservation" web service request and response;.

[0077] FIG. **70** illustrates a preferred format for a "get reservation" web service request and response;

[0078] FIGS. **71**(*a*) and (*b*) illustrate a preferred format for a "modify reservation" web service request and response;

[0079] FIG. **72** illustrates a preferred format for a "cancel reservation" web service request and response;

[0080] FIG. **73** illustrates a preferred GUI for defining the parameters of an account or promotional offer;

[0081] FIG. **74** is a flowchart depicting GA/FBO functionality in the context of booking a reservation through a preferred GA path within the reservation booking website;

[0082] FIGS. **75**(*a*)-(*d*) illustrate preferred pages that include a GA/FBO link;

[0083] FIG. **76** illustrates a preferred GA/FBO homepage;

[0084] FIG. **77** depicts a window for identifying the airport codes for all airports in the U.S., including GA airports;

[0085] FIG. **78** depicts a preferred "Choose FBO" page;

[0086] FIG. **79**(*a*) depicts a preferred "Choose Vehicle" page within the GA path;

[0087] FIG. **79**(*b*) depicts a preferred "Branch Details" page within the GA path;

[0088] FIGS. **80**(*a*)-(*f*) depict various preferred pages that include a customer profile log in section;

[0089] FIG. **81** depicts a preferred "Choose Location" page wherein the customer has already logged into his/her customer profile;

[0090] FIG. **82** depicts an alternate customer profile log in section;

[0091] FIG. **83** illustrates a preferred navigational flow for managing a customer profile;

[0092] FIG. **84** depicts a preferred page for customer entry of basic renter information for a customer profile;

[0093] FIG. **85** depicts a preferred "Main Profile" page for managing a customer profile;

[0094] FIG. **86** depicts a preferred branch location search page for use in managing a customer profile;

[0095] FIG. **87** depicts a preferred "Choose Favorite Branch Location" page;

[0096] FIG. **88** depicts a preferred modify favorite location page;

[0097] FIG. **89** illustrates an alternate preferred navigational flow for managing a customer profile;

[0098] FIG. **90** depicts a preferred homepage that includes a favorite branch location selection section;

[0099] FIG. **91** depicts a preferred flow for creating a customer profile from reservation data provided by the customer when creating and booking a reservation; and

[0100] FIG. **92** depicts a preferred "Main Profile" page for managing a customer profile when creating a customer profile

from reservation data provided by the customer when creating and booking a reservation.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT:

[0101] FIG. **5** illustrates the basic navigational structure for the reservation booking website of the parent invention. In the example of FIG. **5**, the different types of data needed from the customer to successfully book a rental car reservation are: (1) temporal data (T)—such as the starting and ending dates for the reservation, (2) location data (L)—such as an identification of the particular branch of the rental car company from which the customer seeks a car rental reservation, and (3) vehicle data (V)—such as the type of vehicle the customer wants to rent (economy, midsize, luxury, etc.). The customer can submit values for these data types to the reservation booking entity via a customer-determined number of stages. Each box in FIG. **5** represents a page of the website, and the text within each box represents the data types for which the page requests data values from the customer. Each arrow indicates a submission of data by the customer, and the text adjacent each arrow represents the type(s) of data being submitted.

[0102] The customer, depending on his/her desires, can either submit all data values for all necessary data types to the reservation booking entity via a single data exchange **104**, two data exchanges **102**, or in single-step fashion via three data exchanges **100**. Once the reservation booking entity has received all necessary data from the customer, a verify page is presented from which the customer can review his/her data entries and thereafter book the reservation if all is accurate.

[0103] In the single data exchange **104** wherein the customer submits temporal, locational, and vehicle data at the same time, the reservation booking entity must consult a database to determine whether a reservation having those data values is possible. If not, the customer will be guided to amend one or more of the reservation data entries.

[0104] In the two-step data exchange **102**, the reservation booking entity can process the double submission (TL, TV, or LV) to determine how to more accurately guide the customer through the process. For example, if both T and L are submitted at once, the reservation booking entity knows that vehicle data is still needed, but because both T and L data have been submitted, it can refine the customer's options for selecting vehicles to only those vehicles available at the selected time from the selected location. This aspect of the invention is taken one step further in the three-step data exchange **100**. On each submission of data, the reservation booking entity processes the submitted data on the basis of the data values interdependent to refine the number of acceptable data value options for the remaining data types.

[0105] FIG. **6** illustrates a preferred architecture for the parent invention. A plurality of customer computers **210** connected to a network **204** (such as the Internet) and using web browsing software can access a reservation booking website hosted by automated reservation transaction processor **150**. Automated reservation transaction processor **150** can be any computer that is network connectable. Preferably, the processor **150** comprises an application server **200** (or application servers for redundancy purposes) a web server (or servers) **200**, a customer/promotional database **208**, and a business database **206**. The application server **200** (1) interacts with the customer computers via web server **202** (or web servers) to obtain reservation data therefrom, (2) interacts with business database **206** via a connector interface such as Tuxedo, and (3) interacts with a customer/promotional database **208** via a connector interface such as JDBC. Business database **206** stores all of the data pertaining to the rental car company's branch locations, vehicle inventories, pricing, etc. Customer/promotional database **208** preferably stores the profiles of any registered customers, the profiles of any corporate accounts, and data relating to any rental promotions being offered by the company.

[0106] FIG. **7** illustrates the automated reservation transaction processor **150** in greater detail. Application server **200** preferably runs WebLogic 6.1 software **250** and interfaces with web server **202** (preferably an Apache web server **242**) via a servlet **220** and a Java Server Page (JSP) **222**, preferably using Struts architecture. The servlet communicates with a personalization application programmer's interface (API) **228** to store and retrieve customer profiles and a promotions API **230** to retrieve promotional data. The APIs **228** and **230** link with EJB connector logic **232** which in turn links with JDBC connector logic **234**. The JDBC connector logic **234** allows the application server **200** to communicate with database server **208** (which is preferably an Oracle or Informix database **236**). The server also communicates with the business database **206** via EJB connector logic **224** and WebLogic Tuxedo connector **226**. The business database server **206** is preferably an AS/400s implementing Tuxedo services **240** and Tuxedo connector **238**.

[0107] Servlet **220** performs the major decision-making tasks for the reservation booking process of the parent invention. Servlet **220** interacts with the databases to gather necessary information for both (1) determining which page should be constructed by the JSP **222**, and (2) the particular data that should appear on the page. Upon reference to the navigational charts and screen shots of the succeeding figures, a programmer having ordinary skills can readily implement the programming needed to implement the parent invention, particularly the servlet **220** and JSP **222**. Also, as one of ordinary skill in the art would readily recognize, any of a number of servers and software platforms can be used in connection with the parent invention. As such, the parent invention is in no way limited by the configurations shown in FIGS. **6** and **7**.

[0108] FIG. **8** is a flowchart illustrating how the application server **200** processes data received from customers. At step **8.1**, the application server receives a data submission from a customer computer. Using FIG. **5** as an example, this data may relate to T, L, or V. At step **8.2**, the application server creates a reservation transaction for the customer computer and stores the received data therein. Next at step **8.3**, the application server processes the received data to determine what information is still needed from the customer to complete a reservation, and what information the customer needs to make a meaningful decision when deciding what to choose for the remaining data. To make such decisions, the servlet **220** interacts with the business database **206**. For example, if servlet has received T and L data from the customer, the servlet determines that V data is still needed and queries database server **206** for all vehicles available from the selected L at the selected T. Preferably, the servlet also queries the database for additional information pertaining to the available vehicles, such as a price and a general description (both of which can be included in the page to be built and sent to the customer). At step **8.4**, the servlet then interacts with JSP **222** to build a web page with necessary information and

hyperlinks that allow the customer to make a further data submission that will at least partially satisfy at least one remaining reservational data need. Thereafter, at step **8.5**, the customer computer accesses the built page and the process repeats itself as additional data submissions are received from the customer computer.

[0109] In addition to using traditional data exchanges between the customer computer and the website over the Internet, the parent invention may also be implemented with web services to use XML data exchanges according to the Simple Object Access Protocol (SOAP). FIGS. **68** through **72** illustrate the XML formats for a preferred web services implementation of the parent invention. Under this implementation, various business partners of the reservation booking entity are provided with URLs for these services. Through these URLs, employees or persons authorized by the business partner may book reservations via the website using the web services shown in FIGS. **68-72** and described below. A list of the IP addresses of the business partners having authorization to use web services is preferably maintained so that incoming service requests can be checked on the basis of IP address to ensure that only the web services business partners gain access to these services. However, it should be understood that the parent invention can also be implemented with limited access to web services beyond a limited group of business partners as well as be implemented with unrestricted access to the web services.

[0110] It is preferred that the customer communicating with the reservation booking website pass data to the web services via the Open Travel Alliance (OTA) 2002 XML standard using SOAP. Further, it is preferred that the following web services be provided: a "Get Rates" service, a "Create Reservation" service, a "Get Reservation" service, a "Modify Reservation" service, and a "Cancel Reservation" service.

[0111] FIG. **68** illustrates the preferred formatting for the "Get Rates" service request and response. The "Get Rates" service operates to provide the customer with pricing data regarding one or more particular vehicle rental transactions. The customer computer passes the data values (see column **600**) for various data variables of interest (see column **602**) to the reservation booking website in a tagged format as an XML document. For example, in FIG. **68**, for the data variable tag PickUpDateTime, the customer has provided data indicating a rental vehicle pick-up date of May 19, 2003 at the time 1:00 pm, and for the data variable tag ReturnDateTime, the customer has provided data indicating a rental vehicle return data of Jun. 16, 2003 at the time 3 pm. The location code from which the customer intends to pick up the rental vehicle (the first LocationCode variable) is identified as St. Louis Airport (airport code STL), and the location code at which the customer intends to return the rental vehicle (the second LocationCode variable) is also identified as St. Louis airport. While this example uses airport codes as the location code, it should be understood that the location code used by the parent invention can be any identifier assigned to any branch location, including non-airport branch locations, or a geographic identifier for a particular geographic region near where the reservation is desired.

[0112] Upon receipt by the website, the website parses the XML document to extract the pertinent data, and maps the data to Java objects that can handed off to the reservation transaction processor for a determination of the appropriate pricing rates for such a vehicle rental transaction. After this pricing rate information is determined, the website returns the data shown below the "values returned" notation of FIG. **68** to the customer computer as an XML document. The core information should match the corresponding data provided by the customer. Further, the website will return vehicle availability data as to status (available or unavailable) and size. The number data values for vehicle size relate to the class of the rental vehicle, with the numbers **3**, **4**, **6**, **7**, **8**, **10**, **9**, **11**, and **24** corresponding, respectively, to vehicle types economy, compact, intermediate, standard, full size, premium, luxury, minivan, and exotic (e.g., SUV).

[0113] Further, the website returns rental rate data values for amount (rate), currency code (e.g., US dollars, British pounds, etc.), a description of the rate type (hourly, weekly, surcharge, total charges), quantity (the number of vehicles), unit charge, total charge (the final cost), and any applicable mileage rules. Further, the website response includes data related to the customer's coverage.

[0114] The location information for the applicable pricing rate is set forth in the format, name (branch name), address, postal code, country name, state/province, city name, phone use type, telephone number, and telephone number area code/city code. Lastly, additional information is returned by the website, such as any age rules that may apply ("age") and, possibly notices about available shuttle services ("shtl"), notices about available after hours services ("afhr"), or miscellaneous information ("misc"). The text for such additional information is also identified.

[0115] FIGS. **69**(*a*) and (*b*) illustrate the format for the preferred "Create Reservation" service request and response. Customers preferably utilize this service to create a rental vehicle reservation. Relative to the "Get Rates" service, the "Create Reservation" service includes, on the customer send side, various pieces of information about the prospective renter. However, as would be understood by those of ordinary skill in the art, not all fields of data would be required to complete a reservation transaction, although it is preferred that at least a surname is provided.

[0116] Upon receipt of the dat provided by the customer, the website seeks to create a reservation in accordance with the data provided. If a reservation is not available under the user-provided conditions, an error message will be returned. However, if possible, a success flag in the website response is returned to the customer computer together with the renter information data, reservation core data (including a reservation confirmation number), vehicle information, rental rate information, priced coverage information, location information, and additional information as set forth in FIGS. **69**(*a*) and (*b*).

[0117] FIG. **70** illustrates the format for the preferred "Get Reservation" service request and response. This service operates to allow a customer to retrieve data about a pre-existing reservation. The retrieval criteria, preferably include a confirmation number and renter name as shown, but as would be understood, either criteria could be used. Upon receipt of this data as part of the "Get Reservation" service request, the website can query the reservation database using the confirmation number and/or renter name to obtain the pertinent reservation data. The information described in FIG. **70** is thereafter returned to the customer computer by the website as an XML document for display on the customer's computer.

[0118] The preferred "Modify Reservation" service of FIGS. **71**(*a*) and (*b*) is similar to the "Create Reservation" service except that the customer computer provides a confirmation number to the website so that the appropriate reser-

vation can be modified. Further, the returned data values include a flag for the "modify status" of "modified" or "unmodified". It would generally be expected that a customer would utilize the "Modify Reservation" service after utilizing the "Get Reservation" service. In using the "Modify Reservation" service, the customer will modify one or more fields in the reservation core data and renter information data. Upon receipt of the customer-provided data as an XML message, the website parses the message and determines whether a reservation in accordance with the modified data is possible. If not, an error message is returned, if so, the return message of FIG. **71**(*b*) is sent to the customer computer.

[0119] FIG. **72** illustrates the preferred format for the "Cancel Reservation" service request and response. This service is similar to the "Get Reservation" service from the perspective of the data provided by the customer, but is operative to cancel an existing reservation. Upon receipt of a valid customer cancellation service request, the website returns an XML message as shown in FIG. **72**(*b*) wherein the cancel status is "cancelled" and the cancelled reservation confirmation number is identified.

[0120] The navigational path for the reservation booking website of the parent invention will now be described. FIG. **9** shows a navigational path starting from the home page wherein a zip code has been entered as partial location information. FIG. **38** illustrates a preferred format for the home page (H) of the parent invention.

[0121] With reference to FIG. **38**, page H includes a plurality of fields in which the customer can enter reservation data. The four basic types of reservation data are preferably location information (L), temporal information (T), vehicle information (V), customer age (A), and additional customer information (RI). From the home page, the customer can preferably enter data for L, T, V, and A. Also, it should be noted that the website can be designed to recognize returning visitors through the use of cookies or customer registration, which would eliminate the need to repetitively gather A and RI information from repeat customers.

[0122] Preferably, a customer enters partial L data from the home page that will allow the processor **150** to determine a general area (such as a metropolitan area or state) from which the customer is interested in renting a car. In locational field **302**, the customer can enter either a zip code, an airport code, or general search text. Business database **206** preferably associates each branch location with a plurality of nearby zip codes to enable zip code searching. Also, any branch locations that are designated as airport branches (preferably branches near an airport) are associated with the 3 character airport code of the nearby airport to enable airport code searching. If general search text is entered, the servlet will query the business database **206** for all branch locations having the entered text anywhere in its address. However, it should be understood that other locational search methods may be readily implemented (including but not limited to methods such as a drop down menu listing all of the rental car company's branches—which is not very efficient for a large rental car company having thousands of branches, a pop-up map with geographically-placed hyperlinks, cascaded searches by state then city then branch, or the like). If a customer wishes that only branch locations associated with airports be returned but does not know the airport code for the airport of interest, a box **326** is provided that restricts the branches returned from a zip code or general text search to only airport branches that satisfy the zip code/text search criteria.

[0123] Full temporal information is preferably provided in fields **304**, **306**, **308**, and **310** which correspond to starting date, starting time, return date, and return time respectively. It is preferred that default values be used for the temporal information (such as the current date for starting/end dates and noon for starting/end time) in the event that the customer does not enter T data from the home page. In the event error data is received as a date, the customer will be linked to a "stripped down" version of page H (SH, see FIG. **57**) to re-enter valid temporal data.

[0124] Vehicle information is preferably provided in field **314**. A drop down menu can list available vehicle types (including but not limited to types such as compact, economy, mid-size, and luxury). Preferably the vehicle type defaults to "all vehicle types" in the event that the customer does not enter V data from the home page.

[0125] Customer age information is preferably provided in field **322**. A drop down menu can list possible age ranges (including but not limited to below **20**, **21-24**, and **25+**). Preferably the age defaults to **25+** in the event that the customer does not enter A data from the home page.

[0126] Upon entering data in any or all of the above-described fields, the customer can submit the data (including any default temporal or age entries that may exist) to the processor **150** by selecting link **324**. The data entry fields and the "search" link **324** make up a data submitter through which the customer can submit at least one data value. It should be noted that the parent invention is not limited to a data submitter as shown in FIG. **37** but encompasses data submission techniques of all kinds, such as a data submitter that is a list of hyperlinks with each hyperlink corresponding to a different acceptable data value, a data submitter that is a drop-down menu of selectable options and a corresponding "select" link, or the like.

[0127] Additional preferable features for the home page include (1) various promotional links **318** that correspond to any promotions that the rental car company is offering (each promotional link **318** being selectable to initiate a reservation transaction according to the conditions of the promotion), (2) an "enter corporate account" field **316** through which a customer can access a corporate account and initiate a reservation transaction according to the parameters of a profile associated with the corporate account (preferably the corporate account is accessed by entering a password or the like in field **316**), and (3) a "modify an existing reservation" link **320** which allows a customer to access and/or modify an existing reservation by entering a reservation confirmation number or some other suitable identifier when subsequently prompted. One or more message tiles **317** may also be provided on page H (or any page other than SH). The message tile **317** includes either a link **318** to a promotion or a link to accessing a customer's corporate account. Preferably the message tile **317** is positioned on either end (left or right) of the page, preserving the center of the page for reservation data interaction.

[0128] Returning to FIG. **9**, when a customer has selected link **324** after entering a zip code in field **302**, the servlet accesses the business database to determine the state in which the zip code is located and the branch(es) associated with that zip code. If the received age data (which may either be the default age data or customer-entered age data) is below the

minimum age for renting a vehicle in the zip code's state (21 in most states, 18 in New York), then the servlet links the customer to page APOL**3** (see FIG. **61**). If not, the servlet queries the database **206** to determine whether any returned branches are open at the starting date and starting time received from the customer (which may be either default values or customer-entered values). If no such branches are open, the servlet links the customer to either page CL**1** (if a vehicle type has been selected, see FIG. **38**(*a*)), or page CL**2** (if no vehicle type has been selected, see FIG. **39**). On the displayed CL page, the indicated status for each listed branch will be "closed".

[0129] If open branches do exist, and only one such open branch exists, the servlet proceeds through steps **9.5**-**9.21**. If the customer selected a vehicle type from the home page, and the selected vehicle is both available at the branch and available for the customer's age, the servlet links the customer to page BD**2** (see FIG. **47**) which allows the customer to learn more about both the single returned branch (address, etc.) and the vehicle selected (such as price, etc.). If the customer selected a vehicle type from the home page, and the selected vehicle is available at the branch but not available for the customer's age, the servlet links the customer to page APOL**3** (see FIG. **62**) which informs the customer of the vehicle's unavailability based on an age restriction. If the customer selected a vehicle type from the home page, and the selected vehicle is not available at the branch but other cars are available at the branch, the servlet links the customer to page BD**1** (see FIG. **46**) or BD**4** (see FIG. **49**) depending upon whether the branch is designated an airport branch. BD**1** and BD**4** let the customer know of the other vehicles that can be selected at the branch while also informing the customer about the single returned branch. Because airport branches often have extended operating hours, after closing vehicle drop-offs, and shuttle services, airport branches are given special attention in the parent invention (although this need not be the case). If the customer selected a vehicle type from the home page, and the selected vehicle is not available at the branch, nor are any vehicles available at the branch, the servlet links the customer to page APOL**1** (see FIG. **59**) or APOL**2** (see FIG. **60**) depending upon whether the branch is an airport branch. APOL**1** will provide the customer with a link outside the summary section (to be described below) that allows the customer to change branch locations. APOL**2** preferably does not provide such a link outside the summary section. Both APOL**1** and APOL**2** inform the customer that the branch has no vehicles available at the selected starting time. If the customer did not select a vehicle type from the home page, and the selected vehicle is not available at the branch, nor are any vehicles available at the branch, the servlet links the customer to page APOL**1** (see FIG. **59**). If the customer has not selected a vehicle type from the home page, and the selected vehicle is not available at the branch but other cars are available at the branch, the servlet links the customer to page BD**1** (see FIG. **46**) or BD**4** (see FIG. **49**) depending upon whether the branch is designated an airport branch, which lets the customer know of the other vehicles that can be selected at the branch.

[0130] If more than one open branch is returned from the database query at step **9.4**, the next action needed from the customer is a selection of one of the plurality of branch locations meeting the zip code search criterion (steps **9.22**-**9.24**). Depending upon whether the customer entered a vehicle type, the servlet links the customer to either page CL**1** (see FIG. **38**) or CL**2** (see FIG. **39**) which list the locations available for selection based on the submitted data.

[0131] FIG. **10** illustrates essentially the same process as FIG. **9** with the exception that the customer entered search text in field **302** rather than a zip code (which affects the "choose location" pages now denoted as being either CL**3** and CL**4**, see FIGS. **40**-**41**). Likewise, FIG. **11** illustrates essentially the same process as FIGS. **9** and **10** with the exception that the customer has either entered an airport code in field **302** or entered either a zip code or search text in field **302** after checking box **326**. Because it is known that only airport branches are returned from the database query, the process of FIG. **11** (unlike those of FIGS. **9** and **10**) does not need any decision-making based on whether a particular branch is flagged as an airport branch.

[0132] FIG. **12** illustrates a navigational flow from the home page where the customer enters any combination of age, vehicle, and/or time data—but no locational data is entered in field **302**. In such cases, the servlet links the customer to page SH (see FIG. **57**) which is a stripped down version of the home page. FIG. **13** shows the navigational flow from page SH, and is self-explanatory. Data entries other than locational data results in the customer being looped back to page SH.

[0133] FIGS. **14** and **15** illustrate the navigational flow from the "choose location" pages CL**1**-CL**4**. An exemplary screenshot of CL**1** is shown in FIG. **38**(*a*). Referring to FIG. **38**(*a*), CL**1** lists a plurality of branch locations **332** that meet the zip code criterion provided by the customer. Because CL**1** is reached when the vehicle type for the reservation is known, each branch listing **332** also lists that branch's status as to the availability of the selected car (see vehicle availability status column **336**). Each branch listing **332** also lists that branch's distance from a selected point in the zip code provided by the customer (see branch distance from zip code column **334**). Preferably, CL**1** lists not only the branches that are acceptable for selection as determined from the current reservation data (i.e., open branches having the selected vehicle available at the selected time) but also branches that are unacceptable for selection based on current reservation data (i.e., the branch listings denoted as "closed" or "sold out"). While such branches are not acceptable for selection via link **338**, the customer may desire to change other reservation data to make a particular location acceptable. For example, by selecting the link **342**, a customer will be linked to a branch details page allowing the customer to possibly change reserve time (steps **14.14**-**14.16**).

[0134] For each branch listing **332** where the selected vehicle is available, a "select" link **338** is provided nearby that allows, upon selection thereof, the customer to select the branch to which the "select" link corresponds. No "select" links are provided for branches where either the selected vehicle is unavailable or the branch is closed during the selected start time. Each branch listing also includes a "view branch details" link **342** that, upon selection, links the customer to a page (a BD page) that provides more details as to the pertinent data for the branch (i.e. hours of operation, rental policies, shuttle service (if available), etc.) and if a vehicle has not been selected also presents the customer with a listing of available vehicles. Furthermore, a "next **5**/prey **5**" link **340** is also provided (when the number of branch listings exceeds a predetermined number, which is preferably however many

branch listings comfortably fit on the page). Upon selection of link **340**, the CL**1** page is redisplayed with the next **5** or previous **5** branch listings.

[0135] Another feature of the parent invention that can be seen on the CL**1** page is summary section **330**. Summary section **330** provides the customer with a running summary of reservation data submitted to processor **150**. Summary section **330** preferably includes a listing for L stage data **346** which can be seen in FIG. **38** as not yet existing, T stage data **348** which is the start date/time and end date/time provided by the customer, V stage data **350** which is the vehicle type data provided by the customer, A stage data **352** which is the age data provided by the customer, and RI stage data **354** which is the renter information provided by the customer. The summary section **330** also includes, for each reservation data type for which a complete data value has been received, a nearby (preferably adjacent as shown) "editing" link **360**. "Editing" link **360** is selectable to initiate a revision to the data with which the link is associated. The "editing" link provides the parent invention with a unique user-friendliness and flexibility that allows customers to easily revise any errors that may have been made when entering data or quickly implement changes of mind. In the example of FIG. **38**, it can be seen that only the T stage data **348** has been provided by the customer, and as such, an "editing" link **360** is situated adjacent thereto.

[0136] While it is preferred that the summary **330** include a separate edit link for each listed data value, this need not be the case. By providing separate edit links for each listed data value, the user-friendliness of the summary section **330** is improved because the customer can initially determine how to best initiate a data value revision. However, less preferred edit link implementations can be used, such as a single edit link within the summary section **330** that is selectable to initiate a revision for any of the listed data values, or the like.

[0137] Furthermore, summary section **330** preferably includes a progress marker **344** which notifies customers of how far along they are in the reservation booking process. In the example of FIG. **38**(*a*), progress marker **344** notifies the customer that the process is 20% complete (preferably the stages considered by the progress marker are T, V, L, RI, and a verification stage). However, as would be apparent to those of ordinary skill in the art, more or fewer stages could be considered in calculating the percentage complete for the progress marker. As can be seen in connection with the other screenshots shown in the figures, the summary section **330** provides a useful tool through which customers can optimize the reservation booking process.

[0138] FIG. **40** illustrates CL**3** which closely matches CL**1**, except column **334** is not included (because the customer has not provided a zip code). FIG. **41** also shows an example of another hyperlink that may appear on either CL**1** or CL**3**—the "check other vehicles" link **360**. Whenever the selected vehicle is unavailable at one of the branch listings **332**, a "check other vehicles" link **360** is preferably provided as an action item for the branch that is selectable to both select the corresponding branch location and initiate a "change vehicle" edit.

[0139] Also, FIG. **38**(*b*) illustrates a link **550** that can be provided on any of the CL pages (see FIGS. **38**(*a*), **39**, **40**, and **41**) for restricting the list of branch locations in an area to only branch locations designated as airport branches. Upon user selection of the "show airport locations" link **550**, the page of FIG. **64** is presented the user. As can be seen in FIG. **64**, the branch locations available for selection have been restricted to only the airport locations meeting the original search criteria. It is preferred that the page of FIG. **64** also include a "show all locations" link **552** that returns the user to the full range of branch locations that are available for selection (as presented to the user prior to the user's selection of link **550**). Because many rental vehicle customers are interested in renting vehicles at airport branch locations as those locations are most convenient for airport travelers, this "show airport locations" link **550** provides a valuable tool in attracting and retaining air travelers to the rental vehicle website as a result of the increased user-friendliness. Further still, this feature of the invention is particularly valuable for a reservation booking entity that has thousands of branch locations (with each city with a major airport having numerous branch location) because it allows customers who arrive in a city via air to quickly identify the appropriate branch location for a reservation (the airport branch location) without the need to sift through several other branch locations that are located in the city. It is worth noting that a branch location can encompass any individual rental office or facility of a rental company, a rental franchise location, a rental retail locations, satellite location, or any other location at which a rental vehicle may be procured. An airport branch location designates a branch location near an airport (or often on airport grounds) that is designated for or primarily dedicated to servicing customers who arrive from the nearby airport.

[0140] FIG. **14** illustrates the navigational path starting from either CL**1** or CL**3**. If the customer selects one of the listed branches, the servlet first checks whether the selected branch is flagged as an airport branch. If so, the servlet checks whether the return time for the reservation is after the branch's closing time. If the return time is post-closing, the customer is linked to an "after hours" (AH) page (see FIG. **58**) which provides the customer with the option of either accepting the selected branch's after hours return policy (continue to step **14.6**) or initiating a change to the reservation time (link to page ChT**2**, described in more detail below). At step **14.6**, a VD**1** page (see FIG. **44**) is displayed which notifies the customer of important vehicle information such as base rate and total rental cost. If step **14.2** determines that the selected branch is not an airport branch, then the servlet proceeds through steps **14.7**-**14.11**. In the event the selected branch offers an after hours return policy, the steps **14.8**-**14.11** are performed (which essentially mirror **14.3**-**14.6** except non-airport page versions are displayed). If there is no after hours policy at the selected branch and the return time is after closing, steps **14.11**-**14.13** are followed.

[0141] Another selection possibility from CL**1** or CL**3** is the selection of a "view branch details" link **342**. If a link **342** is selected, then the customer is linked to a "branch details" page (either BD**2** or BD**3** depending on whether the selected branch is an airport branch—see FIGS. **47**-**48**). The BD pages provide detailed information about the branch corresponding thereto.

[0142] Other selection possibilities from CL**1** or CL**3** are derived from the "editing" links **360** in the summary section **330**. Because it is preferred that default values be used for T data and A data in the absence of modification thereof by the customer, summary sections **330** will always include "editing" links **360** corresponding to changing the reservation's temporal data and changing the customer's age. Selection of those "editing" links will link the customer to pages SH (see FIG. **57**) and ChA (see FIG. **56**) respectively. Also, because CL**1** and CL**3** will always be reached when a vehicle type has

been selected, the "editing" link **360** corresponding to V stage data will also be present and selectable to link the customer to a "choose vehicle" page (CV**1**) (see FIG. **42**). Furthermore, in the event that the renter information is known (the conditionality of the "change RI" path is indicated by the dashed lines), an "editing" link **360** corresponding thereto will be present in the summary section **330** and selectable to link the customer to a change renter information page (RI) - see FIGS. **50**(*a*)-(*b*). Renter information (RI) (see FIG. **50** for an example of information desired) can be obtained either through data entry from page RI or through a customer profile learned either from customer registration/log-in or cookie recognition. Further, any customer profiles used with the parent invention may also include parameters such as "preferred vehicle type", "preferred branch location" or the like to further expedite subsequent reservation transactions.

[0143] FIG. **15** illustrates the navigational path starting from CL**2** or CL**4**. An exemplary screenshot for CL**2** is shown in FIG. **39**, and an exemplary screenshot for CL**4** is shown in FIG. **41**. Like CL**1**, CL**2** includes column **334** because CL**2** is reached when the customer provides a zip code in field **302** of page H. Also, because no vehicle information is known, a location status column **362** is provided that identifies whether any vehicles are available at the listed branches and whether the branch is open for business at the selected start date/time. Also of note is the airplane icon **364** that appears beside any branch listings **332** that are flagged as airport branches to notify customers of which branches are airport branches.

[0144] CL**4**, shown in FIG. **41**, is highly similar to CL**2** except column **334** (distance of branch from zip code) is not shown because no zip code was entered by the customer when reaching CL**4**. Like CL**2**, CL**4** includes a branch status column **362**.

[0145] FIG. **15** illustrates a navigational path for the parent invention starting from either page CL**2** or CL**4**. Steps **15.2**-**15.13** of FIG. **15** parallel steps **14.2**-**14.13** of FIG. **14**, with the exception that CV pages are reached at steps **15.6** and **15.11** instead of VD**1** pages (as in FIG. **14**). Furthermore, because no vehicle is selected, steps **15.15**-**15.17** link the customer to a BD page that allows the customer to make vehicle selections therefrom.

[0146] FIGS. **16** and **17** illustrate navigational paths for the parent invention starting from the CV pages, and are readily understood upon reading the CV page information below. Exemplary screenshots for CV**1** and CV**2** are shown in FIGS. **42** and **43** respectively - the only difference being that CV**1** corresponds to a reservation where the selected branch is not an airport branch and CV**2** corresponds to a reservation where the selected branch is an airport branch. Both CV**1** and CV**2** include a vehicle inventory list for the selected branch. Both acceptable vehicle types (those with a select link **376**) and unacceptable vehicle types (those without a select link **376**) are preferably listed.

[0147] Each vehicle listing **370** identifies the vehicle type (economy, compact, etc.), a link **372** to "view vehicle details", a description of the makes and models for the class, a price quote, and when the vehicle is available, a "select" link **376**. The price quote preferably includes both a daily rate for the vehicle and a total price listing reflective of the daily rate times the number of reservation days (known from T data) plus any surcharges, taxes, etc. By displaying both the daily rate and total price, the customer is made more fully aware of price issues for the reservation. With this feature of the parent invention, when the customer desires a particular vehicle, he/she can learn if any other branch locations (some of which may be sufficiently nearby) offer the desired vehicle. If a listed vehicle is unavailable, a link **378** is provided which, upon selection, allows the customer to both (1) select the vehicle and (2) link to a choose location page (CL**1** or CL**3**). CV**1** and CV**2** also both include summary section **330**.

[0148] FIGS. **18** and **19** illustrate the navigational paths starting from the pages VD**1** and VD**2** respectively. FIGS. **44** and **45** illustrate examples of "vehicle details" screenshots for VD**1** and VD**2** respectively.

[0149] Referring to FIG. **44**, VD**1** includes information listing **390** that contains detailed information about the selected vehicle. This detailed information preferably includes a make/model description, a listing of vehicle features (such as A/C, stereo, engine, number of doors, etc.), a price quote (preferably both a daily rate and a total cost), etc. Links **392** and **394** allow the customer to link to a "vehicle details" page for the next smaller or next larger vehicle classes respectively. The "all" link **360** between links **392** and **394** corresponds to a "change vehicle" link. The "select" link **398** is provided for customers who, upon reviewing the details shown in listing **390**, wish to select the shown vehicle. VD**1** also includes a summary section **330**.

[0150] VD**2** includes a listing **390** of vehicle details for a vehicle that is unavailable for selection. VD**2** is typically reached when link **392** or **396** of VD**1** is selected and calls up a vehicle class that is unavailable. VD**2** also preferably includes summary section **330**.

[0151] FIGS. **20**-**23** illustrate navigational paths starting from various "branch details" (BD) pages and are readily understood upon reading the BD page information below. An exemplary BD**1** is shown in FIG. **46**. BD**1** shows pertinent branch information for a selected non-airport branch when no vehicle has been selected. Listing **400** includes pertinent branch information such as operating hours and address. Because no vehicle has yet been selected, BD**1** also includes a vehicle menu **402** that lists the vehicle inventory for the selected branch. Menu **402** is similar to a miniature "choose vehicle" page. Each vehicle listing includes a pricing column **380** and a "selection" column that includes links **376**. The "select" links **376** are selectable to submit the vehicle corresponding thereto as the V data for the reservation. Each entry in the pricing column preferably includes both the daily rate and the total cost as explained above. BD**1** also includes a summary section **330**. BD**4**, shown in FIG. **49**, closely corresponds to BD**1**, with the exception that the selected branch is an airport branch, and as such, the information in listing **400** is preferably slightly different. An exemplary BD**2** screenshot is shown in FIG. **47**. BD**2** is reached when a vehicle has already been selected. As such, BD**2** includes a "selected vehicle information" listing **408** which is similar to a miniature VD**1** page. Listing **408** includes pertinent information about the selected vehicle, a link **360** that is selectable to link to a CV page, and a link **410** selectable to continue the process with the selected vehicle. The pertinent information in listing **408** preferably includes both a daily rate and a total cost as explained above. BD**2** also includes a summary section **330**. BD**3**, shown in FIG. **48**, closely corresponds to BD**2** with the exception that the selected branch is an airport branch, and as such, the information in listing **400** is slightly different.

[0152] FIG. **24** illustrates a preferable navigational path starting from the "enter renter information" page (RI) and is readily understood upon reading the RI page information below. An exemplary RI page is shown in FIGS. **50**(*a*) and

50(*b*). The RI page preferably includes a field **420** in which the renter's name can be entered, a field **422** for the renter's phone number, a field **424** for the renter's e-mail address, a field **426** for the renter's credit card type, and a plurality of fields **430** for additional information that is generally needed from the customer by a rental car company employee working at the counter of the branch location when the customer actually arrives to pick up the rental car. A "continue" link **428** submits any entered data to the processor **150**. No fields in RI need to be required, however, it is preferred that the name, phone number, and credit card type fields be flagged as required fields. The RI page also includes a summary section **330**.

[0153] FIGS. **25** and **26** illustrate preferred navigational paths for the parent invention starting from a "verify" (V) page and are readily understood upon reading the V page information below. FIGS. **51** and **52** are exemplary screenshots for an non-airport version (V**1**) and an airport version (V**2**) respectively of the "verify" page. Both V**1** and V**2** include a listing **440** of pertinent information for the rental, such as important terms and conditions, after hours information, and a total cost estimate (the information in listing **440** may include additional airport-related data such as shuttle availability information). Summary section **330** is included in V**1** and V**2** to identify the data values for the different reservation data types **346-354** that have been submitted to the processor **150**. Should the customer wish to revise any of the data entered for the reservation transaction, the "editing" links **360** are available. Link **442** is a "booking" link that submits the reservation to the processor **150** for final booking. Link **444** is a "cancel" link that cancels the reservation, and link **446** is an "upgrade" link that is selectable to link the customer to a "vehicle details" page for the vehicle of the next larger vehicle class.

[0154] In the event the customer decides that all information on the "verify" page is correct and the reservation is ready for booking, after selection of the "booking" link **442**, the customer is linked to a "confirmation" page. FIG. **27** illustrates the preferred navigational path for the parent invention starting from the "confirmation" page (Conf). FIG. **53** illustrates an exemplary screenshot for Conf. The Conf page includes confirmation information **450**, the confirmation information **450**, and a confirmation number **498**. A "print" link **452** is provided to allow the customer to print out the reservation confirmation number and data values. A "create another similar reservation" link **454** is provided to allow the customer to repetitively make new reservations using the current reservation data as the starting point (upon selection of link **454**, the customer is linked to a "verify" page wherein the reservation data matches the current reservation data, and wherein the customer is provided with the ability to, if necessary, modify the reservation data when making the new reservation). Additional preferable links on the Conf page include a "speed your time at the counter" link **456** that appears if the customer did not fully fill out fields **430** in the RI page. Link **456** is selectable to return the customer to page RI or a shortened version thereof that includes only the fields **430**. Also, the Conf. Page preferably includes a "modify/cancel" link that is self-explanatory.

[0155] The preferred navigational paths starting from the "change time" pages are shown in FIGS. **28-29** and are readily understood upon reading the "change time" page information below. An exemplary ChT**1** page is shown in FIG. **54**. ChT**1** is reached when a customer has opted to change the reservation time after already selecting a non-airport branch location. Listing **470** preferably provides business hours information for the selected branch and possibly additional information such as an address. Fields **304-310** are provided to update the reservation time. Link **472** is selectable to submit the updated reservation time. "Show more locations" link **360** is analogous to a "change location" edit link **360** shown in summary section **330**.

[0156] An exemplary ChT**2** page is shown in FIG. **55**. ChT**2** is highly similar to ChT**1** except ChT**2** is reached when the selected branch is an airport branch. Also, ChT**2** preferably does not include a "show more locations" link **360**.

[0157] FIG. **30** illustrates the preferred navigational path for the parent invention starting from the "change age" page (ChA), an example of which is shown in FIG. **56**. Referring to FIG. **56**, from field **480** of the ChA page, the customer can change the age value for the reservation—preferably to one of three groups **25+**(unrestricted), **21-24** (some vehicle restrictions exist), and **18-20** (only allowed to rent a vehicle in New York). The ChA page also preferably includes the summary section **330**. As shown in FIG. **30**, the navigational path from the ChA page requires additional decision-making based on age (given the new age data, is the customer eligible to rent any vehicles? the selected vehicle?).

[0158] FIGS. **58** illustrates a preferred screenshot for the "after hours" page reached when the selected return time for an airport branch is after closing. The AH page includes a listing **490** that notifies the customer of the after hours return rules. The AH page preferably further includes a "change time" link **360** that is selectable to link to a ChT page, and a "continue" link **492** that is selectable to indicate that the customer accepts the after hours conditions. Once again, the AH page includes a summary section **330**.

[0159] FIGS. **59-61** are exemplary screen shots for apology conditions. APOL**1**, shown in FIG. **59**, includes apology field **494** that notifies the customer that all vehicles at the selected location are sold out. Outside of the summary section **330**, a "try new dates" link **360** is provided along with a "search for a new location" link **360**. Also, a "return home" link **460** is provided. "Try new dates" link **360** links the customer to a ChT page, "search for a new location" link **360** links the customer to a CL page, and link **460** is selectable to link the customer to the home page (H). APOL**1** also includes summary section **330**.

[0160] APOL**2**, shown in FIG. **60**, closely tracks APOL**1** except a "search for a new location" link **360** is not provided (outside of the edit link **360** corresponding to a location change in summary section **330**).

[0161] Also, APOL**3**, shown in FIG. **61**, listing **496** notifies the customer that age restricts him/her from vehicle rental. Link **460** is a "return home" link.

[0162] FIG. **62** illustrates an exemplary "reservation cancellation" page (Cancel) that includes "cancel" link **498**, "don't cancel" link **500**, and summary section **330**.

[0163] From the home page of FIG. **37** (as well as most other pages), the parent invention provides a branch location search tool via the "locations" link **520** of FIG. **37**. User selection of link **520** causes display of the page shown by FIG. **65** on the user's computer. From the page of FIG. **65**, a user can browse branch locations until finding the appropriate one for reservation. With reference to FIG. **65**, field **522** is provided for user entry of a postal code or city name. Field **524** is provided, preferably as a dropdown menu, so that the user can identify the country in which a reservation is sought. The data

provided in these fields serves as search criteria that the system uses to query the database and retrieve all branch locations meeting that user-provided criteria.

[0164] Once the database has returned branch location data meeting this criteria, the page of FIG. **66** is presented to the user. FIG. **66** lists each branch location's name **526** and city/state **528** meeting the search criteria. Each entry also has a corresponding "details and map" link **530** that the user can select to learn more about the branch location associated therewith. Further, the "new search" link **532** is preferably provided to take the user back to the page of FIG. **65** upon selection.

[0165] FIG. **67** illustrates the page presented to the user upon selection of a "details and map" link **530**. The page of FIG. **67** presents additional information about the pertinent branch location, including name and address **534** and hours of operations **536**. "Map" link **540** is selectable by the user to display a road map around the branch's geographic location. Also, it is preferred that a "search again" link **532** be present to provide the same functionality as the "new search" link of FIG. **66**. Lastly, the page of FIG. **67** provides a "reservation" link **538** that allows the user to select the pertinent branch location and directly jump into the reservation process using the pertinent branch location as the selected branch location. The user is preferably entered into the navigational path as if the user has selected the branch location **534** and any other reservation data that the user may have previously provided. Thus, the preferred embodiment of the parent invention provides users with yet another flexible technique for identifying a branch location of interest and beginning the reservation process.

[0166] Another aspect of the parent invention is the concept of "deep-linking" customers into a stage of the reservation booking process commensurate with the conditions of a promotion they have selected or a corporate account they are using. When a customer selects a promotional link (link **318** shown in some of the screenshots, including H and Conf), it is typical that the promotion has one or more conditions associated therewith. For example, a rental car company may offer a promotion for a reduced rental price for a particular type of vehicle during a specified time period. To promote the promotion, the rental car company may provide hyperlinks on other websites through advertising or the like, or may include promotional links on its own website to attract customers.

[0167] When a customer selects such a promotional link to initiate a reservation transaction, it is preferable that the user begin the reservation transaction with the reservation data corresponding to promotional conditions set equal to those conditions, to thereby avoid unnecessarily requiring the customer to enter such data himself/herself or creating a situation where the customer may accidentally enter data that violates the conditions of the promotion. For example, if a promotion has a condition that the type of vehicle must be "standard", it is preferable that the customer, upon selection of a link corresponding to that promotion, be linked into the reservation booking process such that the vehicle type is automatically set to "standard". FIG. **31** illustrates this "deep-linking" concept. In one example, a promotion has one condition: the vehicle type must be "economy". Upon selection of an icon or link associated with that promotion, the customer is preferably linked to a state where V has been automatically set to "economy", and the remaining options are to choose a time and location. In another example, a promotion has two conditions: the vehicle type must be "luxury" and the duration of the reservation must start on Jul. 5, 2002 and end of Jul. 6, 2002. Upon selection of an icon or link associated with that promotion, the customer is preferably linked to a state where V has been automatically set to "luxury" and T has been automatically set to "Jul. 5, 2002 through Jul. 6, 2002", and the only remaining option to choose is location.

[0168] Furthermore, as is apparent from the preceding navigational paths and screenshots, the parent invention provides customers with unparalleled flexibility in entering the data necessary to book a reservation, including the ability to possibly change one or more promotional conditions. To avoid situations where a customer unknowingly modifies a data value such that a promotional condition is violated, the process of FIG. **32** preferably runs after each data submission when the customer is on a promotional path. If a promotional icon has been selected, the servlet checks whether any of the data provided by the customer violates any of the promotion's conditions (step **32.2**). If no violation is found, any remaining reservation data corresponding to a promotion condition is automatically set in accordance with the promotion condition (step **32.4**) and the customer is deep-linked into the website of the parent invention to a page that is appropriate given the reservation's current data status.

[0169] If a violation is found, the customer is linked to a "notice" page (step **32.3**). The "notice" page informs the customer which data value violates the conditions of the promotion and why. FIG. **33** illustrates the notification process wherein the customer is given an option to revise. The notice page shown in FIG. **63**(*a*) includes a notification **401** that a promotional condition has been violated, including an identification of which reservation data violates the condition. Preferably, notification **401** also identifies what the promotion condition is. A "change" link **403** is provided to allow the customer to revise the out-of-promotion data to in-promotion data and a "continue" link **405** which allows the customer to continue the reservation outside the promotion condition.

[0170] Other examples of potential promotional conditions that the servlet should be designed to handle are conditions that are ranges of acceptable data values, such as a promotion that may be taken advantage of any day during the month of August. Although the automatic setting aspect of deep-linking would be inapplicable to such range-based conditions because more specific time information is needed from the customer, the process of FIGS. **32** and **33** should still run to identify whether the customer has entered time data not in the condition's range.

[0171] FIGS. **34-36** illustrate the same "deep-linking" concept as applied to corporate accounts. Many businesses or groups of people set up so-called "corporate accounts" wherein a profile is established for the business/group. Data stored in a profile may be the types of vehicles eligible to be rented within the parameters of the corporate account, renters whose age and personal information are remembered between visits to the website, etc. The profile data may also include graphical environment settings, such as "co-branding" of the website pages so that a business logo, trademark, or the like of a business partner with a corporate account is displayed on the web pages presented to a user. With reference to FIG. **37**, a business partner's logo/trademark can be made to appear in field **317** as part of this co-branding process. "Co-branding" provides users with comfort in knowing that they have not strayed off the corporate account path for the reservation transaction as a result of the reassuring sight of

the familiar company logo/trademark and also provides business partners with improved visibility for their name and logo.

[0172] Further, the profile data may include customer-preferred settings for features such as e-mail notifications (the addresses to which confirmation/notice e-mails are sent, whether promotional offer e-mails will be sent or withheld, etc.).

[0173] When a customer accesses the website of the parent invention and indicates a desire to use his/her applicable corporate account (see field **316** of page H), the "deep-linking" concept of FIG. **34** can be used. Also, the steps shown in FIGS. **35** and **36** parallel those of FIGS. **32** and **33** for promotional "deep-linking". FIG. **63**(*b*) illustrates a page for when reservation data involves a corporate account parameter. In this example, it can be seen that "full size" vehicles are unavailable for reservation through the applicable corporate account because they are "not in [the] agreement". Optionally, the notice page of FIG. **63**(*b*) also includes links **403** and **405** as shown in FIG. **63**(*a*) (not shown).

[0174] Another technique for providing corporate account deep-link access as shown in FIG. **34** is to provide business partners having a corporate account with a uniform resource locator (URL) that the website recognizes as being associated with a particular business partner and whose invocation results in gaining deep-link access to the website in accordance with that business partner's corporate account parameters. The URL is preferably provided to the business partner via e-mail, however any other known mode of communicating data can be used. Also, while it is generally expected that an employee of the business partner would incorporate a URL received via e-mail on, for example, the business partner's intranet site, it is also possible that an employee of the reservation booking entity would be asked to install the URL directly on the business partner's intranet site himself/herself.

[0175] Different fields of the URL can identify different pieces of information that the website may use to find the appropriate page at which to drop the customer into the reservation website. For example, the URL can include a field for a corporate or customer account. The URL may include a field that identifies a preferred branch location from which to rent a vehicle. Essentially, the URL may include any piece of information that is useful for deep-linking the customer into the reservation process. Further, it is worth noting that the URL can include a combination of data values for various pieces of reservation information for a highly-focused deep-link. For example, a deep-link URL that is provided to a repeat user can be as follows:

[0176] http://www.enterprise.com/car rental/deeplinkmap.do?BID=X&cust=12345&gp br=abc

wherein the URL includes a "BID" field for identifying the parameters that can be expected in subsequent fields of the URL and how those parameters should be processed, a "cust" field for identifying an account number, and a "gpbr" for identifying a preferred branch location. Using the data values of X, 12345, and abc for these parameters, the customer who invokes this URL can be deep-linked into the reservation process at a page wherein the branch location has already been entered (the location that corresponds to the code "abc") and wherein any rates that are available to account number **12345** are made available.

[0177] This URL can be placed on the business partner's computer system, preferably the business partner's intranet site or a portion of the business partner's internet site having restricted access (so that the business partner may exert some control over who gains access to the corporate account). However, it should be understood that such URL links can also be placed on general access Internet websites. Also, rather than invoking the URL from a link placed on the business partner's intranet site, an employee of the business partner may also invoke the URL from a link in an e-mail sent directly to that person by the reservation booking entity. Such links are valuable because they provide single click deep-link access to the reservation booking website. However, other less time efficient means of invoking the URL can still be used, such as typing the URL into a web browser. Therefore, from the intranet site or the like of a business partner, a user can gain direct deep-link access to the reservation website by clicking on a hyperlink that deep-links that user to the reservation website. Such a hyperlink provides a large degree of user-friendliness in that the user is alleviated of the need to remember a corporate account number in a field such as field **316** of FIG. **37**.

[0178] Also, repeat users other than members of business partners (e.g., ordinary customers who wish to reserve a rental vehicle) can take advantage of the deep-linking aspect of the preferred embodiment of the parent invention. Accounts, or profiles, can be created for such customers and stored in a database (e.g., database **208** of FIG. **6**).

[0179] The customer account preferably includes a plurality of customer parameters that relate to personal information about the customer and preferred reservation settings. The personal information would include information such as name, address, telephone number, e-mail, etc. This personal information can include any piece of information shown on the RI page of FIGS. **50**(*a*) and (*b*), and may include other types of personal information. Examples of preferred reservation settings that can be included in the customer account include a "favorite" branch location (e.g., the branch location at which the customer generally prefers to rent vehicles), a "favorite" vehicle type, a "favorite" airport (e.g., the airport at which the customer will most often need rental vehicle transportation, whether and what type of insurance coverage is desired, and may also include second, third, etc. "favorites" for these criteria. Further, the customer account parameters can define the type of marketing information that the customer receives (e.g., whether e-mail notices of promotional offers are provided to the customer, etc.)

[0180] The customer account can obtain this data through a customer-interactive page presented to the customer, wherein the customer is prompted for such information and, after providing the requested data, submits the parameter information to the database for storage. FIG. **83** illustrates a preferred navigational flow for this process. The process begins when a customer either requests access to his/her account/profile or requests to create a new account/profile. Access can be provided via a link on a displayed page. For example, links can be provided on the home page or other pages of the reservation booking website that are effective, upon selection, to display a page that allows a customer to create a profile and/or display a page that allows a customer to review/modify his/her stored profile data (see. e.g., link **9002** of FIG. **90**).

[0181] FIG. **84** depicts a preferred page **8400** for customer entry of basic renter information for a customer profile. Preferably the various data entry fields of page **8400** correspond to the data requested on the preferred Renter Information page (see FIGS. **50**(*a*) and (*b*)). Button **8402** is effective upon customer selection to save any data entered on page **8400** and

display "Main Profile" page **8500** on the customer's computer. Link **8404** is effective upon customer selection to save any data entered on page **8400** and display an "Add Another Renter" page on the customer's computer. Preferably, the "Add Another Renter" page will appear like that shown in FIG. **84**, although field(s) may be provided thereon for entering a UserID and/or password for the "another renter" to enable fast loading of the another renter's stored profile data (if available) into the "other renters" section of the customer profile.

[0182] Once a user has added another renter to his/her profile, it is preferred that at least one page within the reservation path encountered by that user after accessing his/her profile will provide the user with the option of booking a reservation on behalf of one of the "another renters" stored within his/her profile.

[0183] It is worth noting that if a customer has multiple renters associated with his/her profile, then it is also preferred that a page (not shown) within the flow of FIG. **83** also display a summary of reservation history for not only that customer but also the other renters within his/her profile. This history preferably includes recent closed reservations, pending reservations, and pertinent data thereto (such as a reservation number and the name of the customer in whose name the reservation has been booked.

[0184] In an alternative embodiment, "another renter" information can be pushed to a customer's profile from the profile of that "another renter". In such cases, the main profile page **8500** would include a link "Grant Use and Access to My Profile Information to a Another Authorized Profiled Customer" (not shown). Upon selection of such a link, "another renter" customer would have the opportunity to identify the User Name and/or Password of the customer to whom reservation booking authority will be granted. After entering the appropriate User Name and/or Password, the "other renters" section of the profile for the customer to whom authority was granted will be populated with profile data for the "another renter".

[0185] Button **8406** is effective upon customer selection to clear any data entered by the customer on page **8400**. Lastly, link **8410** is effective upon customer selection to display a page (not shown) on the customer computer that explains the benefits of creating a customer profile with the reservation booking website. This "Learn More" page preferably includes a link to page **8400** as well as a "no thanks" link that returns the customer to the page he/she left prior to arrival in the customer profile navigational path of FIG. **83**.

[0186] After the customer has entered renter information on page **8400** and selected button **8402**, the Main Profile page **8500** of FIG. **85** is preferably displayed on the customer's computer. Main Profile page **8500** preferably includes three sections, a "Renter Information" section **8502**, a "Favorite Locations" section **8506**, and an "Other Renters" section **8520**. Exit button **8530** is customer selectable to return the customer to the page that was displayed prior to the customer's arrival in the profile navigational path of FIG. **83**.

[0187] Renter Information section **8502** preferably includes a display summary of the customer information entered by the customer on page **8400**. Link **8504** is also preferably present in section **8502** to allow the customer to return to page **8400** to modify that customer information.

[0188] Other Renters section **8520** preferably displays a list of one or more other people (e.g., **8524***a*, **8524***b*, **8524***c*, for whom the customer can create reservations. "Modify" links **8526** are preferably provided alongside each of the additional renters. Each "modify" link **8526** is preferably customer selectable to allow the customer to change the pertinent personal information for the additional renter associated therewith. "Delete" links **8528** are also preferably provided alongside each of the additional renters, wherein each "delete" link **8525** is customer selectable to effectuate a deletion of the corresponding listed name from the "other renters" list. "Add a New Renter" link **8522** is preferably customer selectable to display the "Add Another Renter" page discussed above.

[0189] Favorite Locations section **8506** preferably displays a list of one or more branch locations (**8510***a*, **8510***b*, **8510***c*, that the customer has identified as "favorite" or "preferred" branch locations from which to rent rental vehicles. Each listed "favorite location" is preferably accompanied by a "modify" link **8512** and a "delete" link **8514**. Each "modify" link **8512** is customer selectable to display a "Modify Favorite Location" page **8800** (shown in FIG. **88**) for the corresponding listed favorite branch location. Each "delete" link **8514** is customer selectable to delete the corresponding favorite branch location from the list of section **8506**.

[0190] An alias or nickname **8516** is preferably displayed for each listed favorite branch location **8510**. In the example of FIG. **85**, the alias **8516***a* for favorite branch location **8510**a is "Home". The alias **8516***b* for favorite branch location **8510***b* is "Work", and the alias **8516***c* for favorite branch location **8510***c* is "Vacation House".

[0191] Furthermore, each listed favorite branch location preferably includes a column **8518** for listing a preferred vehicle class for each listed branch location. As can be seen in FIG. **85**, there is no associated "preferred vehicle class" **8518***a* for "Home" branch location **8516***a*. However, a "Compact" vehicle class is the associated "preferred vehicle class" **8518***b* for "Work" branch location **8516***b*, and a "Convertible" vehicle class is the associated "preferred vehicle class **8518***c* for "Vacation House" branch location **8516***c*. It should be noted that in alternative embodiments, the customer's preferred vehicle class" could be universal to all branch locations. Further still, the "preferred vehicle class" need not be broken down by favorite branch location. For example, within the customer profile, a customer can identify a preferred vehicle class for work-related rentals as well as a preferred vehicle class for vacation/leisure-related rentals.

[0192] Section **8506** preferably further includes an "Add a New Location" link **8508**. Link **8508** is preferably customer selectable to display page **8600** of FIG. **86**. Page **8600** is a branch location search page that includes a field **8602** in which the customer can enter search criteria for finding one or more branch locations. For example, the customer can enter a city, state, and/or zip code of an area of interest. Customer selection of the "Find It" button **8604** is effective to conduct a search of branch locations in database **206** that match the criteria entered in field **8602**. Once the search results are obtained, the "Choose Favorite Branch Location" page **8700** of FIG. **87** is preferably displayed.

[0193] The Choose Favorite Branch Location page **8700** preferably lists a plurality of branch locations **8702***a*, **8702***b*, . . . that match the search criteria entered in field **8602** of page **8600**. Each listed branch location **8702** preferably includes (1) a selection mechanism such as a radio button **8704** for selecting that listed branch location to be saved as the customer's favorite, (2) an identification **8706**, **8708**, and **8710** of each listed branch location's address, city, and state, (3) a "View Map" link **8712** that is customer selectable to display

a map (not shown) that depicts the branch's street location, and (4) an alias/nickname field **8714** in which the customer can enter an alias or nickname for the branch location. The alias/nickname entered by the customer in field **8714** is what will be displayed as alias/nickname **8516** in section **8506** of page **8500**.

[0194] Field **8716** is preferably provided to associate the branch location selected by radio button **8704** with a preferred vehicle class. By associating the favorite branch location with a preferred/favorite vehicle class, the customer has the ability to further streamline the reservation creation process by bypassing not only the Renter Information page and the Choose Location page, but also the Choose Vehicle page. Button **8718** is customer selectable to call up a drop down menu that lists the vehicle classes available for customer selection.

[0195] "Save and Return to Main Page" button **8722** is preferably customer selectable to save the selected branch location as a favorite branch location in the customer's profile/account and return the customer to an updated page **8500** (any branch locations that are newly designated as a favorite branch location will thereafter be listed in section **8506** of FIG. **85**). "Save and Add Another Location" button **8724** is preferably customer selectable to save the selected branch location as a favorite branch location in the customer's profile/account and return the customer to page **8600** of FIG. **86**. From page **8600**, the customer can begin a search for a new favorite branch location. "Cancel" button **8720** is preferably customer selectable to return the customer to page **8500** of FIG. **85** without making any changes to the customer's list of favorite branch locations. If the customer's search of branch location did not find the branch location(s) of interest, then the customer can enter new search criteria in field **8726** to conduct a new branch location search. "Find It" button **8728** is preferably provided for customer selection to initiate such a new search.

[0196] As can be seen in FIG. **88**, the "Modify Favorite Location" page **8800**, which can be reached via link **8512** on page **8500**, includes a display section **8802** that identifies the address for the favorite location subject to modification. Page **8800** further includes a field **8804** in which the user can enter the location's nickname or alias. Further still, page **8800** preferably further includes a field **8806** in which the user can enter the user's preferred vehicle class for that location. The user can preferably access a dropdown menu of vehicle types available for selection via button **8808**. Button **8810** is effective upon user selection to cancel any modifications entered by the user on page **8800**, and button **8812** is effective upon user selection to save the modifications entered by the user within the user's profile.

[0197] Further, with reference to FIG. **83**, a personal data page can be provided wherein the customer provides information on preferences such as language (English, French, German, etc.), country of origin, home page appearance, email settings, etc.

[0198] FIG. **89** depicts an alternate navigational path for customer profile creation and management relative to the path of FIG. **83**. In FIG. **89**, the initial page that is displayed to the customer is page **8500** rather than page **8400**. In the flow of FIG. **89**, page **8400** is displayed if the customer chooses link **8504** in section **8502** of page **8500**. The flow of FIG. **89** is believed to be best suited for cases where a customer has already created a profile and is accessing his/her profile to review and/or modify it, whereas the flow of FIG. **83** is believed to be best suited for cases where a customer is creating a new profile.

[0199] If a customer profile includes one or more favorite branch locations, then the home page displayed to the customer (after the customer has logged into his/her profile/account), is preferably the page **9000** shown in FIG. **90**. Page **9000** includes a favorite branch location selection section **9004** that includes a field **9006** for selecting the favorite branch location to be used in a reservation, a drop down menu **9012** for listing each favorite branch location **9010***a*, **9010***b*, . . . stored in the customer's profile/account, and a button **9008** for calling up drop down menu **9012**. Drop down menu **9012** preferably lists the favorite branch locations by their alias/nickname (if available) and by address/city/state (if an alias/nickname is not available). However, it should be noted that it is preferred that customers be required to provide aliases for their favorite branch locations. Rather than using drop down menu **9012** for selection of a favorite branch location to be used in the reservation, section **9004** page **9000** can alternatively individually list each favorite branch location stored in the customer's profile/account together with an associated selection mechanism such as a radio button to effectuate possible customer selection thereof. Furthermore, section **9004** can be included on pages other than the homepage, including but not limited to a Choose Location page. In short, section **9004** can be included on any page within the website's reservation path that is reached before the customer has chosen a branch location for the reservation.

[0200] Alternatively to the process shown in FIGS. **83** and **89**, the customer account/profile information can be obtained in an automated fashion by creating accounts for new customers as they book reservations. The customer account parameters may then change over time as the account keeps track of the customer's preferences for subsequently booked reservations. Further still, at the verify stage or confirmation stage for a reservation, a checkbox or the like can be provided on the verify or confirmation page that upon selection by the customer causes an account to be created that stores the data provided by the customer in booking the reservation as the account parameters.

[0201] For example, FIG. **91** depicts a preferred flow **9100** for creating a customer profile from reservation data provided by the customer when creating and booking a reservation. On the Verify page (e.g., FIG. **51** or FIG. **52**), the Confirmation page (e.g., FIG. **53**), the Renter Information page (e.g., FIGS. **50**(*a*) and (*b*)), or even within the summary section **330** of a displayed page, a link **9102** can be provided for customer selection to create a customer account/profile based on the reservation data provided by the customer. Preferably, upon selection of link **9102** by the customer, a customer account will be created wherein the customer account (1) stores the Renter Information provided during the reservation creation process as the profile's Basic Renter Information, (2) stores the branch location for the reservation as the profile's "favorite" branch location, and (3) stores the vehicle class for the reservation as the profile's preferred vehicle class for the "favorite" branch location. Furthermore, rather than a single link **9102**, any of these pages could be provided with a plurality of itemized links corresponding to different items of reservation information. Each of these itemized links would preferably be effective upon user selection to store the particular item of data corresponding thereto (e.g., a branch location or a renter's address) in a customer profile. For

example, a choose location page can include selectable "Add This Branch Location to My Favorite Locations" checkboxes or the like alongside each listed branch location to effectuate efficient customer management of his/her profile.

[0202] Page **9200** of FIG. **92** is preferably displayed to communicate the creation of such a customer profile to the customer. Page **9200** is highly analogous to page **8500** of FIG. **85**, and navigation from page **9200** preferably proceeds as set forth for page **8500** in connection with FIG. **83** or FIG. **89**. In sections **8502** and **8506**, the reservation data provided by the customer will be displayed in the appropriate fields as set forth above. As with page **8500**, the customer can utilize various "edit", "modify" and "add . . . " links to alter the profile data. However, in distinction with page **8500**, page **9200** also preferably includes a field **9204** in which the customer can establish a User Name for the customer profile/account and a field **9206** in which the customer can establish a Password for the customer profile/account. In alternative embodiments, the field **9204** and/or field **9206** can be displayed on an intervening page before page **9200** is displayed. Furthermore, button **8530** is preferably effective upon customer selection to cancel the creation of the customer profile and return the customer to the page from which he/she came. "Save and Exit" button **9202** is preferably effective upon customer selection to save the customer profile in database **208** and thereafter return the customer to the page from which he/she came.

[0203] While the examples of FIGS. **91** and **92** are described for creating new customer accounts based on reservation data provided during the reservation creation process, it is worth noting that button **9102** can also be used to update existing customer profiles where the customer who is booking/has booked the reservation has pre-existing customer profile. In such cases, the data listed on page **9200** will preferably include not only the new reservation data for the reservation but also pre-existing data in the customer profile. Furthermore, to notify the customer of the new information in the profile/account, some type of highlighting (e.g., an arrow and/or marking such as highlighted or boldface text) is preferably used to identifiably distinguish the old pre-existing profile data from the new profile data.

[0204] Once an account has been created for the customer, subsequent visits by the customer to the reservation booking website can take advantage of deep-linking. Through either recognition of a cookie that has been placed on the customer's computer or verification of a customer account number provided by the customer (a customer having an account can be provided with a customer number that identifies his/her account), a customer can be deep-linked into the reservation booking process after the website has retrieved one or more of that customer's account parameters. The page at which the customer is deep-linked into the website may be a page at which the customer has already "selected" (by virtue of the customer account-based deep-link), for example, a particular branch location or vehicle type. Further, the customer is preferably alleviated of the need to re-submit personal renter information because that information can be pre-loaded via the deep-link. In a most preferred instance of customer account-based deep-linking, the deep-link takes advantage of all personal information in the customer account that is necessary for booking a reservation, a "favorite" branch location in the customer account, and a "favorite" vehicle type in the customer account. With such a deep-link, the only data that a customer would need to provide to complete the reservation process is a pickup and return date and time. Further still, when a customer has provided a list of first, second, third, and so on "favorite" branch locations or vehicle types, the page to which the customer is deep-linked can present a dropdown menu (see dropdown menu **9012** of FIG. **90**) of these preferred branch locations or vehicle types to the customer for appropriate selection thereof.

[0205] Further still, customer account-based deep-linking can be used in conjunction with promotional deep-linking such that when a customer selects a promotional link (that may be provided via e-mail or posted on a page as a hyperlink), the resultant deep-link combines any promotional settings with any stored customer account parameters.

[0206] Further still, with the parent invention, travel agents can be provided with an identifier, preferably their Airline Reporting Corporation (ARC) number, for use when accessing the reservation website. Similarly, this ARC number can be included in a URL provided to the travel agent for direct deep-link access to the website. These identifiers can then be stored in a database. The identifiers can be associated with each travel agent individually or with the travel agent by way of a travel agency or similar such organization. Each reservation transaction completed by the travel agent will then be associated with that particular travel agent (or travel agent organization) via the travel agent identifier. This association will be a valuable tool for determining any commissions that the travel agent/agency may be entitled to. Further, travel agents and travel agencies can set up corporate accounts as described above to enable deep-linking access to the reservation website in accordance with any preferred settings and features that the travel agent/agency may work out with the entity controlling the reservation website.

[0207] Yet another aspect of the parent invention lies in the ability to custom define promotions and corporate accounts. As shown in FIG. **73**, through an interface **700**, an account or promotion administrator can control a plurality of settings for the pages and rules of a promotion or corporate account. These settings are then stored with the appropriate account in the database **208** for subsequent retrieval and processing.

[0208] Through the interface **700**, it is preferred that the administrator be able to control nearly all aspects of the pages that a customer sees upon initiating a reservation transaction via a corporate or customer account or promotion. For example, the parameters set through GUI **700** can control whether a marketing tile (see reference numeral **317** in FIG. **37**) is displayed on the user-interactive reservation pages. Similarly, the navigation bar (see reference number **706** in FIG. **37**) that is present in virtually all pages of the reservation process can be eliminated (it is expected that many business partners will prefer that the navigation bar be removed because its invocation will often cause users to depart from the scope of the business partner's account—such as entering into a car sales realm of a website). Further still, on a CV page, the list of available vehicle types for selection can be limited to one or more different classes.

[0209] In the example of FIG. **73**, which includes an exploded view of a GUI **700** that can be presented to the administrator, it can be seen that the administrator has control over several parameters, including (1) whether the navigation bar **706** is turned on or off, (2) the countries in which the corporate account/customer account/promotion is applicable, (3) whether the corporate account/customer account/promotion is limited to a particular market, (4) and if limited to a particular market, the name of the market (via a dropdown

menu), (5) whether the age selection features of the pages should be turned on or off, (6) what vehicle classes are available through the corporate account/customer account/promotion, (7) the rate reduction applicable to the corporate account/customer account/promotion, (8) whether co-branding should be displayed on the pages in connection with the corporate account/customer account/promotion, and (9) whether the damage waiver should be turned on or off for the corporate account/customer account/promotion. More settings can be controlled upon selection of a "more options . . . " link **704**. To save the settings to the database **208**, the "save to account" link **704** is available.

[0210] It is preferred that an employee of the reservation booking entity serve as the administrator. However, it should be appreciated that the administrator can also be an employee of the business partner. Through a network connection with the database **208**, the GUI **700** can be displayed on the computer of a business partner employee, and the account parameter data can be appropriately stored in the database.

[0211] In yet another embodiment of the present invention, the inventors herein have extended the reservation booking process to encompass general aviation (GA) airports and Fixed Based Operator (FBO) services. As is well-known, GA encompasses civil/private aviation other than scheduled commercial airline flights. One significant aspect of GA is the private aircraft/business aircraft market. These flights may take off and land from/to both regular commercial airports (such as O'Hare in Chicago, JFK in New York, LAX in Los Angeles, etc.) and GA-only airports, which are smaller than the larger commercial airports. GA flights typically are served by Fixed Base Operators (FBOs) at the airport. As is well-known, FBOs (which may be a private company or municipal/government department of the city/municipality that the airport in question services) are service centers at an airport. Many FBOs provide services such as aircraft fueling, aircraft storage, chartering, baggage handling, rental car service, and some maintenance.

[0212] In one embodiment of the present invention, users of the reservation booking website who are GA travelers and in need of a rental vehicle can use utilize the GA/FBO functionality of an embodiment of the present invention. With this functionality, the reservation booking website preferably automatically sets some aspect of the reservation based at least in part upon GA travel data provided by the customer. In a preferred embodiment, the website automatically selects a branch location for the reservation based upon the customer's identification of the FBO that is serving his/her GA flight. This automatic selection alleviates the need for the customer to guess which branch location is most convenient to serve as the branch location for the rental.

[0213] FIG. **74** is a flowchart depicting this GA/FBO functionality in the context of booking a reservation through a GA path within the reservation booking website. The GA reservation creation path preferably comprises a sequence of pages on the website that are configured to interact with the customer to create a rental vehicle reservation, wherein at least one of these pages is responsive to the customer's identified GA travel plans.

[0214] One manner by which the GA/FBO functionality can be accessed by customers involves the customer beginning the reservation creation process as per, for example, the homepage of FIG. **37**. If the customer, during this reservation creation process, provides data input indicative of an airport location, then at step **74.1**, the customer is provided with a selectable link for accessing the GA/FBO functionality. Examples of the data input that are preferably operable to result in a GA/FBO link being provided are the input of an airport code into field **302** of the home page (see FIG. **37**), the selection of a "show airports only" link **520** from a "Choose Location" page (see FIG. **38**(*b*)), or selection of a link that is operative to pull up a list of all airport codes.

[0215] FIGS. **75**(*a*)-(*d*) illustrate preferable examples of pages that include the GA/FBO link **7500**. The page of FIG. **75**(*a*) is a "choose vehicle" page reached after the customer has previously entered an airport code in field **302** of the home page (see FIG. **37**), but has not yet selected a vehicle for the reservation. Link **7500** is preferably presented on this "choose vehicle" page for customer selection if the customer is traveling via GA and desires to book his/her reservation in accordance therewith. The page of FIG. **75**(*b*) is a "branch details" page reached after the customer has previously entered an airport code in field **302** and a vehicle class in field **314** of the home page (see FIG. **37**). As can be seen, link **7500** is also presented on this "branch details" page for customer selection to access the GA/FBO functionality. The page of FIG. **75**(*c*) is a page that presents a choice of airport locations for customers. This page, which is reached upon customer selection of link **520** depicted in FIG. **38**(*b*), also includes customer-selectable link **7500**. FIG. **75**(*d*), which is a list of airport codes available for selection by the customer, is preferably reached after the customer has selected a link from the home page that is operative to show the airport codes for different airports. This list of airport codes is preferably presented in a pop-up window and includes only airports having scheduled commercial airline traffic. However, if desired by a practitioner of the present invention, this page can optionally include a list of all airport locations and codes, for both airports serving commercial airlines and for airports serving only GA flights. Link **7500** is preferably provided on the page of

[0216] FIG. **75**(*d*) to allow the customer to access the GA/FBO functionality.

[0217] Upon customer selection of a GA/FBO link **7500** at step **74.3**, the customer is taken to the GA/FBO homepage **7600** of FIG. **76** (step **74.4**). If the customer does not select the GA/FBO link **7500** at step **74.3**, then the reservation creation process for the customer continues down the regular non-GA path (which can be referred to as the commercial aviation path). It is also worth noting that customers can also preferably reach page **7600** (step **74.4**) directly via a URL corresponding to page **7600**. For example, in a preferred embodiment, the URL http://www.enterprise.com/GA is operative to bring a customer directly to page **7600**.

[0218] Page **7600** is highly similar to the home page of FIG. **37** except that page **7600** is specific to the GA/FBO functionality. In a preferred embodiment, the user is only allowed to enter an airport code in field **7604** to initiate the branch location selection process for the reservation. If the customer does not know the airport code for the particular airport of interest, then "airport code" link **7602** is provided for customer selection to call up pop-up window **7700** shown in FIG. **77**. However, as should be understood by those of ordinary skill in the art, other data entry options for identifying an airport can be used. For example, field **7604** can also be implemented to allow the customer to enter the name of a city or state to help the website narrow down the range of airports that may be of interest to the customer. In such cases, the

customer could in turn be taken to a "choose airport" page (such as that shown in FIG. **75**(*c*)) or the like.

[0219] FIG. **77** depicts a pop-up window that identifies the airport codes for all airports, including GA airports, in the U.S. Table **7702** in FIG. **77** includes column **7704** for identifying the pertinent city, column **7706** for identifying the corresponding airport name, and column **7708** for identifying the airport code for each airport listed in column **7706**. Links **7712** are available for customer selection to make table **7702** list airport codes for other countries, such as Canada, the UK, or Ireland. Link **7710** is provided to return the customer, upon selection thereof, to the non-GA/FBO reservation path.

[0220] Returning to FIG. **76**, once the customer has entered an airport code in field **7604** (step **74.5**) and selected the "search" button **7606**, the customer is taken to a "choose FBO" page **7800** (step **74.6**). FIG. **78** depicts a preferred "choose FBO" page **7800**. Page **7800** presents the customer with a list **7802**a, **7802**b, ... of available FBOs for selection at the chosen airport. Each FBO that is listed is accompanied by a corresponding "select" button **7806**. Furthermore, summary section **330** is augmented to include an "FBO selected" section **7804** that identifies which FBO the customer has selected. If the number of FBOs available at the chosen airport are too numerous to conveniently fit on a single page, then it is preferred that a link **7808** be provided to access the remaining FBOs available for selection. Further still, link **7710** is also provided on page **7800** to allow the customer to return to the regular non-GA reservation path.

[0221] Once the customer has selected the appropriate FBO for his/her travel plans (step **74.7**), then the reservation booking website preferably automatically selects a branch location for the reservation based on the FBO that the customer has selected (step **74.8**). Preferably, this automatically selected branch location is the branch location most convenient to the chosen FBO. In most instances, this branch location will be the branch location closest to the chosen FBO. With reference to FIG. **6**, database **206** or database **208** can preferably associate each FBO with a particular branch location to enable this automatic selection process.

[0222] Alternatively, at step **74.8**, rather than automatically selecting a branch location for the customer based in the chosen FBO, the reservation booking website can suggest a branch location for the reservation. The suggested branch location would preferably be displayed on a "Choose Location" page together with a message that communicates to the customer the website's recommendation to use that branch location given the customer's chosen FBO. This suggested branch location would preferably be the branch location that would be automatically selected in other embodiments of the invention. If the customer then desires to book the reservation at this suggested branch location, he/she can submit data input to the website indicative of that selection. Furthermore, rather than suggest a single branch location for the reservation, the "Choose Location" page can suggest a plurality of branch locations. These plurality of suggested branch locations can preferably be displayed in a ranked order with the first suggested location being the branch location that would be automatically selected in other embodiments of the invention and the remaining branch locations being the branch locations that are closest to the suggested branch location.

[0223] After step **74.8**, the pages of FIG. **79**(*a*) or **79**(*b*) are preferably presented to the customer. The page **7900** of FIG. **79**(*a*) would be reached when the customer has selected the FBO for the reservation but has not yet selected the vehicle class. Page **7910** of FIG. **79**(*b*) would be reached when the customer had already selected the vehicle class prior to his/her selection of the FBO. The summary sections **330** for both FIGS. **79**(*a*) and (*b*) identify the chosen FBO in field **7804** together with the automatically selected branch location in field **346**. Link **7902** is preferably provided to allow the user to change his/her selection of an FBO for the reservation. Link **360** is preferably provided to allow the user to change the branch location for the reservation. Once again, both pages **7900** and **7910** preferably include a link **7710** for returning to the regular non-GA reservation path.

[0224] Many FBOs have their own corporate accounts or business arrangements with rental vehicle providers. Through such accounts/arrangements, the rental rates for a particular FBO may be different (e.g., less expensive) than the standard rental rate offered at the branch location in question. Practitioners of the present invention may prefer to have the price for the customer's reservation automatically set equal to the applicable rates for the chosen FBO as determined by the chosen FBO's corporate account or other arrangement. In such cases, the prices shown in column **7906** in FIG. **79**(*a*) and at field **7904** in FIG. **79**(*b*) can thus be automatically selected based on a daily rental rate available to the FBO. Furthermore, if an FBO's rate is higher than another rate available to the customer, the reservation booking website can also be set up to automatically select the lower of the available rates. Further still, where the system has a plurality of rates to choose from for a given reservation, it is preferred that some type of priority ranking schedule be used to determine the rate chosen for the reservation. This schedule can be a "lowest rate" rule, or it can be a ranked hierarchy by rate type (e.g., (1) if the customer has a customer account with an associated rate, select that rate, (2) if not (1), then if the selected FBO has a rate associated therewith, select the FBO's associated rate, or (3) if not (1) or (2), if FBOs generically have an associated default rate, then select the default rate).

[0225] Furthermore, in addition to rates, other aspects of an FBO's account/arrangement with a rental vehicle service provider may affect a customer's reservation within the GA reservation path. For example, parameters such as "unlimited mileage", "prepaid gas", and the like can carry over from an FBO's account/arrangement into a reservation for a customer who books a reservation through a particular FBO within the GA reservation path.

[0226] From the pages of FIGS. **79**(*a*) and (*b*), the customer can provide further reservation data to effectuate completion of the reservation (step **74.9**). Preferably, once the customer has provided all appropriate reservation data and provided confirmation thereof, the reservation booking website books the reservation (step **74.10**).

[0227] In yet another embodiment of the present invention, the inventors herein have improved the process through which customers can create a rental vehicle reservation by providing customers for whom the reservation booking website stores a customer profile or account with a streamlined ability to log into their profiles/accounts.

[0228] With conventional reservation booking websites known to the inventors herein, customers who have previously created a customer profile with the reservation booking website will typically have to access a separate "log in" page to log into their profile/account. To reach such a separate log in page, the customer has to exit a page that is configured to interact with the customer to obtain reservation data. That is to say, if the customer is on a page that is asking for the

customer to choose a vehicle class for the reservation and the customer desires to log in to his/her profile/account, the customer typically must select a "log in" link or the like on that page. Upon selection of the "log in" link, the customer is taken to a new page in which the customer is requested to enter his/her User Name and/or Password. Once successfully logging into his/her profile/account, the customer can return to a page in the reservation creation path to complete the reservation.

[0229] In an effort to improve upon this log in process, the inventors herein have included fields for logging into customer profiles on a plurality of pages in the reservation creation path. Preferably, each page that is displayed to the customer before the customer has logged into his/her profile/account includes a log in field. For example, with this embodiment of the present invention, not only does the home page include fields in which a customer can enter his/her User Name and Password, but preferably the Choose Location pages, Choose Vehicle pages, Branch Details pages, Vehicle Details pages, and Renter Information pages also include log in fields for accessing customer profiles.

[0230] In embodiments where the customer profiles include detailed customer information such as name, address, and optionally other information, the customer can bypass data entry on the Renter Information page (such as that shown in FIGS. **50***a* and *b*) by successfully logging into his/her profile via the fields provided on the displayed page. In such cases, the Renter Information page need not be displayed on the customer's computer.

[0231] In other embodiments where the customer profiles include additional information such as preferred vehicle class and/or preferred branch location, the customer can preferably also bypass data entry on the Choose Vehicle and/or Choose Location pages. For example, if a customer's profile has a stored "favorite" vehicle class, the website need not present the Choose Vehicle page or the Renter Information page to the customer if the customer has logged into his/her profile prior to the point in the reservation creation path where the Choose Vehicle page would be displayed. If for some reason the customer did not want to reserve a rental vehicle matching his/her preferred vehicle class, the user is preferably provided with the option to change the selection of vehicle class via the appropriate edit link in the summary section **330**. Similarly, if the customer wanted to change the renter information for the reservation, he/she can preferably also do so via the appropriate edit link in the summary section **330**. Likewise, if the customer profile identifies a preferred branch location and the customer has logged into the profile while creating a reservation, the reservation booking website need not present a Choose Location page to the customer. If the customer later does not want to create a reservation at his/her "favorite" branch location, then the customer can change the branch location for the reservation using the appropriate edit link in summary section **330**.

[0232] FIG. **80**(*a*) depicts a preferred home page for a reservation booking website wherein a customer profile log in section **8000** is provided. This customer profile log in section **8000** includes field **8002** in which the customer can provide the appropriate password to access his/her customer profile. Section **8000** is preferably displayed when the customer has previously created a customer profile and a "cookie" or the like is present on the customer computer that allows the reservation booking website to recognize the customer computer as being associated with a particular customer. In the example of FIG. **80**(*a*), the customer "John" has been recognized via a "cookie" on his computer. Link **8006** is provided for customer selection if the user of the customer computer is not "John" or does not want to be recognized as "John" for the purposes of the reservation. Upon entry of the appropriate password in field **8002** and the selection of the "login" button **8004**, "John" will access his customer profile, thereby enabling him to bypass at least the Renter Information page.

[0233] FIG. **80**(*b*) is an exemplary Choose Location page on which the customer profile log in section **8000** is present. The Choose Location page of FIG. **80**(*b*) also includes a summary section **330**. As can be seen in field **354** of summary section **330**, the customer has not yet provided any Renter Information during the reservation creation process nor has the customer accessed his profile via section **8000**.

[0234] FIG. **80**(*c*) is an exemplary Choose Vehicle page on which the customer profile log in section **8000** is present. As with the example of FIG. **80**(*b*), it can be seen in field **354** of summary section **330** that the customer has not yet provided any Renter Information during the reservation creation process nor has the customer accessed his profile via section **8000**.

[0235] Similarly, FIG. **80**(*d*) is an exemplary Renter Information page on which customer profile log in section **8000** is present. FIG. **80**(*e*) is an exemplary Branch Details page on which customer profile log in section **8000** is present, and FIG. **80**(*f*) is an exemplary Vehicle Details page on which customer profile log in section **8000** is present.

[0236] Once the customer has successfully logged into his/her customer profile, then that customer can bypass one or more stages in the reservation creation process if the data needed for completion of those stages is found in the customer's profile. For example, if the customer were to successfully log in via section **8000** of FIG. **80**(*b*), then the page of FIG. **81** is preferably displayed. As can be seen in FIG. **81**, the Renter Information field **354** of summary section **330** has been automatically populated by the Renter Information stored in John's customer profile. As John proceeds through the reservation creation process, the website will preferably not display a Renter Information page on his computer. Optionally, if John's customer profile also included a favorite branch location and/or a favorite vehicle class, the website can also be configured such that John will bypass the Choose Vehicle page and/or the Choose Location page.

[0237] In the exemplary screenshots of FIGS. **80**(*a*)-(*f*) and **81**, the customer profile log in section **8000** included only a field **8000** for the customer's password to his/her profile. A field for customer entry of the customer's User Name was not needed because the website "recognized" the customer via a "cookie" on the customer's computer. In cases where the customer is not recognized via a cookie (or even in cases where further security is desired), the pages can also include a field for customer entry of a User Name as shown in FIG. **82**. FIG. **82** depicts an alternate customer profile log in section **8200** wherein a field **8202** is provided for the customer's User Name as well as a field **8204** for the customer's Password. "Log in" button **8206** is provided for customer selection to log into the appropriate customer profile. In this embodiment of the invention, section **8000** in FIGS. **80**(*a*)-(*f*) can be replaced with section **8200**.

[0238] Furthermore, it is worth noting that if the customer has already provided reservation data on the page from which the customer logs into his/her profile/account, a practitioner of the present invention can optionally use the provided res-

ervation data for populating fields of the reservation. That is to say, if the customer has already specified a vehicle class for his/her reservation on the home page, but prior to selecting the "search" button on the home page the customer has instead logged into his/her account/profile, the reservation field for vehicle type can be populated with the customer specified vehicle class, thereby routing the customer to a Choose Location page after logging in. Optionally, the website can also be configured to, upon customer log in, return the customer to the page from which he/she logged into the profile/account.

[0239] While the present invention has been described above in relation to its preferred embodiment, various modifications may be made thereto that still fall within the invention's scope, as would be recognized by those of ordinary skill in the art. Such modifications to the invention will be recognizable upon review of the teachings herein. As such, the full scope of the present invention is to be defined solely by the appended claims and their legal equivalents.

What is claimed is:

1. A method of facilitating a user's booking of a rental vehicle reservation via a user computer that is in communication with the reservation booking computer system over a network, the method comprising:

providing a customer profile associated with a user for use by the user to expedite the user's booking of a rental vehicle reservation with the reservation booking computer system, the customer profile comprising data representative of a plurality of favorite branch locations for the user; and

accessing the customer profile following a request from the user to initiate a rental vehicle reservation booking process through the computer system;

in response to the accessing step, providing the user with the plurality of favorite branch locations as selectable options for picking up a rental vehicle in accordance with a rental vehicle reservation;

receiving a selection from the user of one of the favorite branch locations; and

creating a rental vehicle reservation having the selected favorite branch location as the pickup location for the rental vehicle reservation; and

wherein the method steps are performed by a processor.

2. The method of claim **1** wherein the step of providing the favorite branch locations as selectable options comprises the processor communicating a graphical user interface (GUI) page to the user computer for display thereon, the GUI page having a menu that lists the favorite branch locations as selectable options.

3. The method of claim **2** wherein the customer profile further comprises a user-specified alias for each of the favorite branch locations, and wherein the menu identifies the listed favorite branch locations by the stored aliases for each favorite branch location.

4. The method of claim **1** wherein the customer profile further comprises a vehicle type in association with at least one favorite branch location, and wherein the creating step further comprises the processor, in response to the selected favorite branch location being the at least one favorite branch location having an associated vehicle type, automatically selecting the vehicle type associated with the selected favorite branch location as the vehicle type for the created rental vehicle reservation.

5. The method of claim **1** wherein the customer profile further comprises a vehicle type in association with each favorite branch location such that each favorite branch location has an associated vehicle type, and wherein the creating step further comprises the processor automatically selecting the vehicle type associated with the selected favorite branch location as the vehicle type for the created rental vehicle reservation.

6. The method of claim **1** further comprising:

the processor communicating a graphical user interface (GUI) page to the user computer for display thereon, the GUI page configured to permit the user to administer the customer profile including defining the favorite branch locations.

7. The method of claim **6** wherein the GUI page is further configured to permit the user to specify an alias for each favorite branch location.

8. The method of claim **7** further comprising:

the processor storing a user-specified alias for a favorite branch location in the customer profile in response to user input through the GUI page.

9. The method of claim **6** wherein the GUI page is further configured to permit the user to associate a vehicle type with each favorite branch location.

10. The method of claim **9** further comprising:

the processor storing a vehicle type in association with a favorite branch location in the customer profile in response to user input.

11. The method of claim **1** wherein the customer profile is associated with a plurality of users, the customer profile further comprising personal information for each of the associated users, the method further comprising:

in response to the accessing step, providing the user with a list of the users associated with the customer profile as selectable options for the rental vehicle reservation;

receiving a selection from the user of one of the listed users;

automatically populating the rental vehicle reservation with personal information from the customer profile for the selected user.

12. The method of claim **1** wherein the customer profile further comprises data representative of a mode of payment for the user.

13. The method of claim **1** further comprising:

the processor automatically populating the customer profile with the favorite branch locations based on a rental history for the user.

14. The method of claim **1** further comprising:

the processor booking a rental vehicle reservation for the user in response to user input through a plurality of graphical user interface (GUI) pages presented to the user; and

in response to user input through one of the GUI pages, the processor (1) creating the customer profile, and (2) automatically populating the customer profile with data provided by the user in connection with the rental vehicle reservation.

15. The method of claim **14** wherein the GUI page through which the user provides input to trigger the creating step is a GUI page encountered by the user while the user is booking the rental vehicle reservation but before the rental vehicle reservation has been confirmed.

16. The method of claim **15** wherein the GUI page is a verify page for booking the rental vehicle reservation.

17. The method of claim **1** further comprising:

the processor booking a rental vehicle reservation for the user in response to user input through a plurality of graphical user interface (GUI) pages presented to the user, the plurality of GUI pages being configured to solicit information from the user about the rental vehicle reservation, and wherein a plurality of the GUI pages include a field for user input to access the customer profile.

18. The method of claim **1** wherein the processor comprises a server that hosts a rental vehicle reservation booking website.

19. An apparatus for facilitating a user's booking of a rental vehicle reservation, the apparatus comprising:

a server accessible over a network to a user computer, the server being configured to (1) access a customer profile following a request from the user computer to initiate a rental vehicle reservation booking process, the customer profile associated with a user of the user computer to expedite the user's booking of a rental vehicle reservation with a rental vehicle service provider, wherein the rental vehicle service provider has a plurality of branch locations, the customer profile comprising data representative of a plurality of favorite branch locations for the user, (2) provide the user computer with the plurality of favorite branch locations from the accessed customer profile as selectable options for picking up a rental vehicle in accordance with a rental vehicle reservation, (3) receive a selection from the user computer of one of the favorite branch locations, and (4) create a rental vehicle reservation having the selected favorite branch location as the pickup location for the rental vehicle reservation.

20. The apparatus of claim **19** wherein the server is further configured to communicate a graphical user interface (GUI) page to the user computer for display thereon, the GUI page having a menu that is configured to list the favorite branch locations as selectable options.

21. The apparatus of claim **20** further comprising a database in communication with the server, the database configured to store the customer profile, and wherein the customer profile further comprises a user-specified alias for each of the favorite branch locations, and wherein the menu is further configured to identify the listed favorite branch locations by the stored aliases for each favorite branch location.

22. The apparatus of claim **19** wherein the customer profile further comprises a vehicle type in association with at least one favorite branch location, and wherein the server is further configured to, in response to the selected favorite branch location being the at least one favorite branch location having an associated vehicle type, automatically select the vehicle type associated with the selected favorite branch location as the vehicle type for the created rental vehicle reservation.

23. The apparatus of claim **19** further comprising a database in communication with the server, the database configured to store the customer profile, and wherein the customer profile further comprises a vehicle type in association with each favorite branch location such that each favorite branch location has an associated vehicle type, and wherein the server is further configured to automatically select the vehicle type associated with the selected favorite branch location as the vehicle type for the created rental vehicle reservation.

24. The apparatus of claim **19** wherein the server is further configured to communicate a graphical user interface (GUI) page to the user computer for display thereon, the GUI page configured to permit the user to administer the customer profile including defining the favorite branch locations.

25. The apparatus of claim **24** wherein the GUI page is further configured to permit the user to specify an alias for each favorite branch location.

26. The apparatus of claim **25** further comprising:

a database in communication with the server, the database configured to store the customer profile; and

wherein the server is further configured to store a user-specified alias for a favorite branch location in the customer profile in response to user input through the GUI page.

27. The apparatus of claim **24** wherein the GUI page is further configured to permit the user to associate a vehicle type with each favorite branch location.

28. The apparatus of claim **27** further comprising:

a database in communication with the server, the database configured to store the customer profile; and

wherein the server is further configured to store a vehicle type in association with a favorite branch location in the customer profile in response to user input.

29. The apparatus of claim **19** further comprising:

a database in communication with the server, the database configured to store the customer profile, wherein the customer profile is associated with a plurality of users, the customer profile further comprising personal information for each of the associated users; and

wherein the server is further configured to (1) provide the user computer with a list of the users associated with the customer profile as selectable options for the rental vehicle reservation, (2) receive a selection from the user of one of the listed users, and (3) automatically populate the rental vehicle reservation with personal information from the customer profile for the selected user.

30. The apparatus of claim **19** wherein the customer profile further comprises data representative of a mode of payment for the user.

31. The apparatus of claim **18** further comprising:

a database in communication with the server, the database configured to store the customer profile; and

wherein the server is further configured to automatically populate the customer profile with the favorite branch locations based on a rental history for the user.

32. The apparatus of claim **19** further comprising:

a database in communication with the server, the database configured to store the customer profile; and

wherein the server is further configured to (1) provide a plurality of graphical user interface (GUI) pages to the user computer for display thereon, the GUI pages being configured to solicit data needed from the user to book the rental vehicle reservation, and (2) in response to user input through one of the GUI pages, (i) create the customer profile, and (ii) automatically populate the customer profile with data provided by the user in connection with the rental vehicle reservation.

33. The apparatus of claim **32** wherein the GUI page through which the user input is received is a GUI page for interaction with the user while the user is booking the rental vehicle reservation but before the rental vehicle reservation has been confirmed.

34. The apparatus of claim **33** wherein the GUI page is a verify page for booking the rental vehicle reservation.

35. The apparatus of claim **19** further comprising:

a database in communication with the server, the database configured to store the customer profile; and

wherein the server is further configured to (1) provide a plurality of graphical user interface (GUI) pages to the user computer for display thereon, the GUI pages being configured to solicit data needed from the user to book the rental vehicle reservation, and wherein a plurality of the GUI pages include a field for user input to access the customer profile.

36. A method comprising:

communicating at least one graphical user interface (GUI) page to a user computer for display thereon, the GUI page configured to permit a user of the user computer to administer a customer profile associated with the user for use by the user to expedite the user's booking of a rental vehicle reservation with a rental vehicle service provider, wherein the rental vehicle service provider has a plurality of branch locations;

receiving input, through the at least one GUI page from the user computer, identifying a plurality of favorite branch locations for the user;

storing the identified favorite branch locations in the customer profile;

receiving input, through the at least one GUI page from the user computer, identifying a plurality of vehicle types for association with each of the favorite branch locations;

storing the identified vehicle types in the customer profile in association with their corresponding favorite branch locations, the customer profile for access by a rental vehicle reservation booking computer system to expedite a rental vehicle reservation booking process for the user such that the user is able to create a rental vehicle reservation having a pickup location corresponding to a favorite branch location from the customer profile and a vehicle type that is automatically selected as the vehicle type associated with the favorite branch location serving as the pickup location; and

wherein the method steps are performed by a processor.

37. The method of claim **36** further comprising:

the processor receiving input, through the at least one GUI page from the user computer, specifying an alias for each of the favorite branch locations; and

the processor storing the specified aliases in the customer profile in association with their corresponding favorite branch locations such that the rental vehicle reservation booking computer system displays the favorite branch locations to the user as options for a rental vehicle reservation by their corresponding aliases.

38. The method of claim **36** wherein the processor comprises a server that hosts a rental vehicle reservation booking website.

39. The method of claim **38**, wherein the website comprises a plurality of website pages configured for interacting with the user to obtain information for booking a rental vehicle reservation, wherein the website comprises a plurality of paths through the website pages for booking a rental vehicle reservation, the plurality of paths comprising a path corresponding to a user who plans to travel via commercial aviation and a path corresponding to a user who plans to travel via general aviation (GA).

40. The method of claim **39** wherein the GA path comprises at least one website page that is configured to solicit from the user a selection of a fixed based operator (FBO) relating to the user's GA travel plan, the method further comprising the server selecting a branch location of the rental vehicle service provider for the rental vehicle reservation based at least in part on the FBO selection.

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