

# AUTO RENTAL NEWS

The Magazine of the Car and Truck Rental Industry

## Industry News

### Payless Opens 15 Locations

ST. PETERSBURG, Fla.— Payless Car Rental System Inc. recently opened 15 new international and U.S. franchise locations, including two corporate stores. Avalon Global Group Inc., parent company of Payless Car Rental System Inc., announced the expansion locations.



*Payless President  
Michael Harley is  
expanding Payless'  
international presence.*

“The growth of Payless Car Rental demonstrates our commitment and confidence in providing franchisees with the brand-name recognition, Internet support, and seamless connectivity needed to succeed in the competitive and crowded car rental market,” said Michael Harley, president and chief operating officer for Payless Car Rental System.

Payless now operates in 15 countries and territories. New international locations include Toronto, Canada; Rhodes, Greece; Guatemala and Belize, Central America; and the Republic of Malta. In Puerto Rico, a new location will be opening in Hatillo, which will also service Arecibo. Additional contracts are pending for Ireland and Northern Ireland.

New in-terminal locations servicing major airports in the United States include Minneapolis, Minn.; Kansas City, Mo.; and Aspen, Col. Off-site airport locations include Albany and Syracuse, N.Y.; Bloomington, Ill.; Palm Beach, Fla.; Columbus, Ohio; and a new local location in Tampa (Carrollwood), Fla.

Two recently acquired corporate stores service Orlando International Airport and Tampa International Airport. They will serve as showrooms for products and services for new franchise prospects.

“Payless’ knowledge and aggressive approach to Internet marketing gives us a competitive advantage,” said Eric LeBlanc, president of RAC Holding Inc. and franchisee for Syracuse, N.Y.