



## ■ PUBLIC SECTOR PROVES MAJOR GROWTH AREA FOR THRIFTY

Thrifty Car and Van Rental is enjoying a record year for new client wins from the public sector having brought on board a raft of new local authority customers.

Since the beginning of the year, the company, which already provides services for over thirty local authorities, has signed terms with eight prominent local councils from up and down the UK, including Kent County Council, Nottingham City Council and Rotherham Metropolitan Borough Council.

Furthermore a number of Thrifty's existing local authority clients are projected to significantly increase spend over the course of 2011 compared with last year.

Commenting on the news, Caroline Gallagher, Director Corporate Sales at Thrifty Car and Van Rental, says:

“Effective fleet management can play a major role in the smooth running of any public sector organisation so it is encouraging that more and more councils are turning to specialist providers like Thrifty to help them manage their vehicles more cost effectively and efficiently.

"Given the current economic climate we are seeing an increase in rentals from public sector clients. Fleet managers are increasingly grappling with reduced budgets so the fixed costs associated with fleet rentals mean they can more easily manage budgets over the longer term without being subject to the financial risk associated with falling vehicle residual values. In addition it is critical for them to have access to a wide range of vehicles including minibuses and 4x4 vehicles at short notice."

Thrifty Car and Van Rental operates nationwide and currently has 85 branches within the UK. For further information, visit [Thrifty.co.uk](http://Thrifty.co.uk) or call 01494 751500.