

EURODOLLAR SHOWS THE WAY FORWARD

By June 1992, EuroDollar Rent A Car will be able to provide travel agents with a direct reservation link through their own CRS systems. EuroDollar's newly signed agreement with Galileo is the first in a series of arrangements with CRS companies which will give travel agents the most comprehensive car rental booking system available.

These links will enable agents to book car rental far more quickly and receive immediate, automatic confirmation, using their existing CRS systems. The links will also enable EuroDollar to send commission invoices to agents within 24 hours of the rental taking place.

EuroDollar is also developing a system whereby any ABTA or NAITA agent can make a booking without setting up an account first. EuroDollar can simply trace the company through its membership number and an account is automatically set up at the first booking.

John Leigh, EuroDollar UK's Managing Director, comments: "These developments are all part of our ongoing policy of investment in IT. The programme involves an undertaking of £10m over the next three years, which will put EuroDollar at the forefront of the industry."

EuroDollar UK is part of the EuroDollar Rent A Car network; one of Europe's top four car rental organisations. The company was recently voted 'Best Daily Rental Company in the UK' in the 1991 Fleet News Awards. It has 100 offices in

the UK, operating a fleet of 14,000 vehicles. Worldwide, EuroDollar Rent A Car operates a fleet of some 120,000 vehicles from 1,300 locations. EuroDollar is a subsidiary of the TSB Group plc.

EURODOLLAR UK APPOINTS NEW SALES DIRECTOR

EuroDollar UK has promoted Neil McCrossan, formerly the Director of Sales, to Sales Director. This promotion reflects the company's commitment to continued development in both the corporate and travel industry sectors.

Neil has worked for EuroDollar for 10 years. His first position was as Branch Manager of the company's first in-terminal site at Edinburgh Airport, while the company was still known as Swan National Rentals. He later rose through a series of promotions: Area Manager for Eastern Scotland; Area Manager for Central London; and Regional Sales Manager (Scotland). He was then appointed as the UK Sales Manager of EuroDollar UK followed by promotion to Director of Sales in 1990.

He now leads a team of 90 people and his area of responsibility covers all UK sales activities. This includes the generation of new business, exploiting opportunities within the travel industry; exploiting the use of information technology, an

area where EuroDollar is taking the lead; and consolidating the company's successes in the corporate sector.

John Leigh, Managing Director, comments: "EuroDollar is proud of the stability of its senior management team, which is sustained by this internal promotion. Neil's experience and knowledge of the business enhances an already strong board of directors. He will now play a significant role in EuroDollar's expansion plans."

EuroDollar UK is part of the EuroDollar Rent A Car network; one of Europe's top four car rental organisations. The company was recently voted 'Best Daily Rental Company in the UK' in the 1991 Fleet News Awards. It has 110 offices in the UK, operating a fleet of 14,000 vehicles. Worldwide, EuroDollar Rent A Car operates a fleet of some 120,000 vehicles from 1,300 locations. EuroDollar is a subsidiary of the TSB Group plc.