



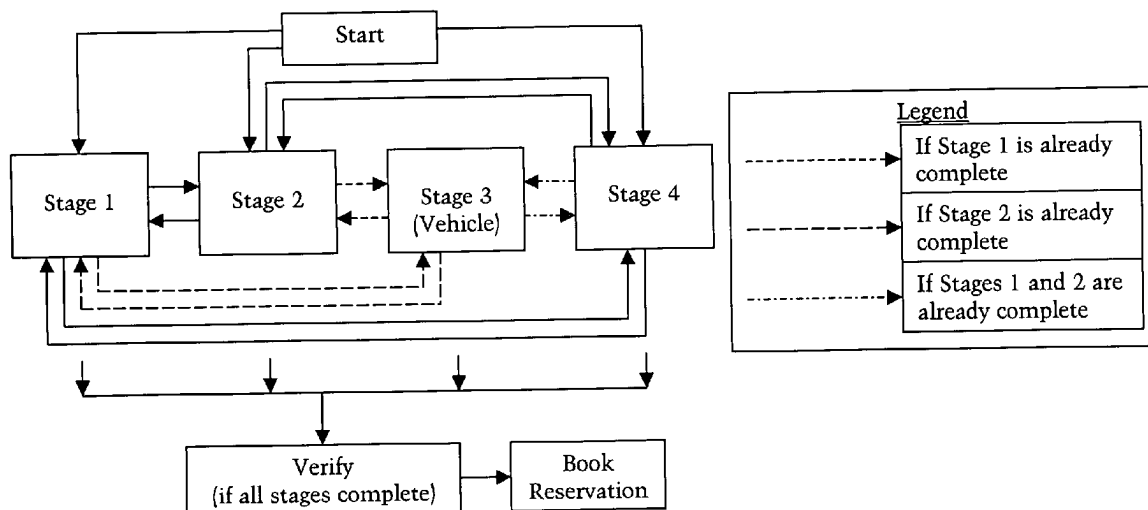
US 20050144048A1

(19) **United States**(12) **Patent Application Publication**
Belanger et al.(10) **Pub. No.: US 2005/0144048 A1**(43) **Pub. Date: Jun. 30, 2005**(54) **METHOD AND APPARATUS FOR
IMPROVED CUSTOMER DIRECT ON-LINE
RESERVATION OF RENTAL VEHICLES****Publication Classification**(51) **Int. Cl.⁷ G06F 17/60**(52) **U.S. Cl. 705/5**(76) **Inventors:** **Hugues Belanger**, Creve Coeur, MO
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MO (US); **Paul Tucker**, Ballwin, MO
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ST LOUIS, MO 63101 (US)(21) **Appl. No.: 11/039,203**(22) **Filed: Jan. 20, 2005****Related U.S. Application Data**(63) Continuation-in-part of application No. 10/505,685,
filed on Aug. 25, 2004, filed as 371 of international
application No. PCT/US03/18553, filed on Jun. 13,
2003, which is a continuation-in-part of application
No. 10/172,481, filed on Jun. 14, 2002.(57) **ABSTRACT**

Disclosed herein is an improvement to 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. Also disclosed herein is an improvement to a reservation booking website wherein customers who plan to travel via general aviation (GA) are provided with a GA reservation creation path that is responsive to their GA travel needs. Also disclosed herein is an improvement to a reservation booking website for rental vehicle reservations wherein customers are provided with a streamlined ability to log into their customer profiles/accounts. Preferably 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.



TO MAKE YOUR RESERVATION, PLEASE ENTER THE INFORMATION BELOW:

* Location:	St. Louis Airport	☐
* Starting Date:	...	☐
* Ending Date:	...	☐
* Vehicle:	...	☐
* Age:	...	☐
Name:	...	
Address:	...	
Phone:	...	
Credit Card:	...	☐

(* - Required Field)

SUBMIT

Figure 1(a): PRIOR ART

TO MAKE YOUR RESERVATION, PLEASE ENTER THE INFORMATION BELOW:

* Location:	St. Louis Airport	☐
* Starting Date:	...	☐
* Ending Date:	...	☐
* Vehicle:	...	☐
* Age:	...	☐
Name:	...	
Address:	...	
Phone:	...	
Credit Card:	...	☐

(* - Required Field)

ERROR: PLEASE ENTER INFORMATION FOR ALL REQUIRED FIELDS

SUBMIT

Figure 1(b): PRIOR ART

✕	* Location:	St. Louis Airport	☐
	* Starting Date:	August 1, 2002	☐
	* Ending Date:	August 3, 2002	☐
	* Vehicle:	Luxury Sedan	☐
	* Age:	...	
	Name:	John Smith	
	Address:	...	
	Phone:	...	
	Credit Card:	...	☐

(* - Required Field)

ERROR: PLEASE ENTER INFORMATION FOR ALL REQUIRED FIELDS

SUBMIT

Figure 1(c): PRIOR ART

YOUR RESERVATION HAS BEEN BOOKED.
Your Confirmation Number is: 12345

RESERVATION INFORMATION:
Name: John Smith
Age: 35
Location: St. Louis Airport
Pick-up Date: August 1, 2002
Return Date: August 3, 2002
Vehicle: Luxury Sedan

THANK YOU FOR YOUR BUSINESS

Figure 1(d): PRIOR ART

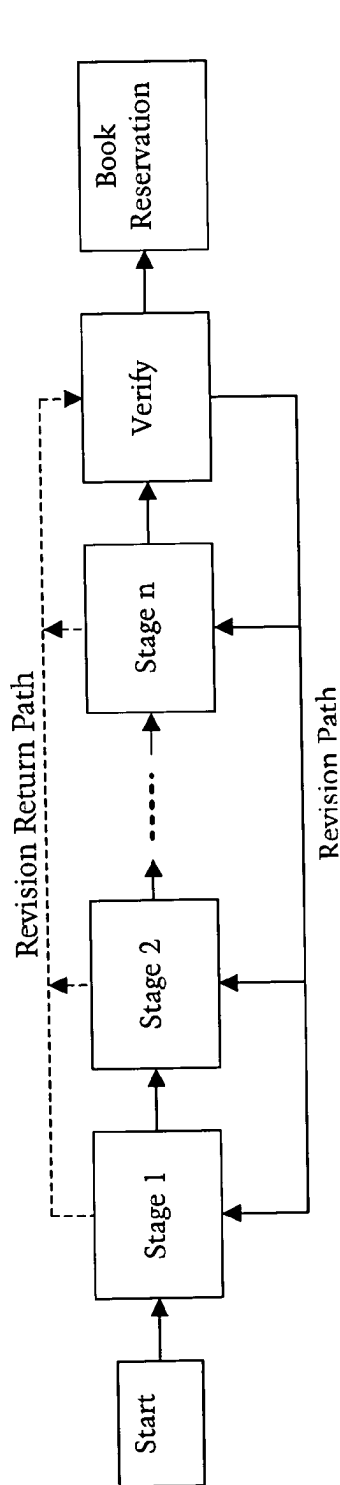


Figure 2: PRIOR ART

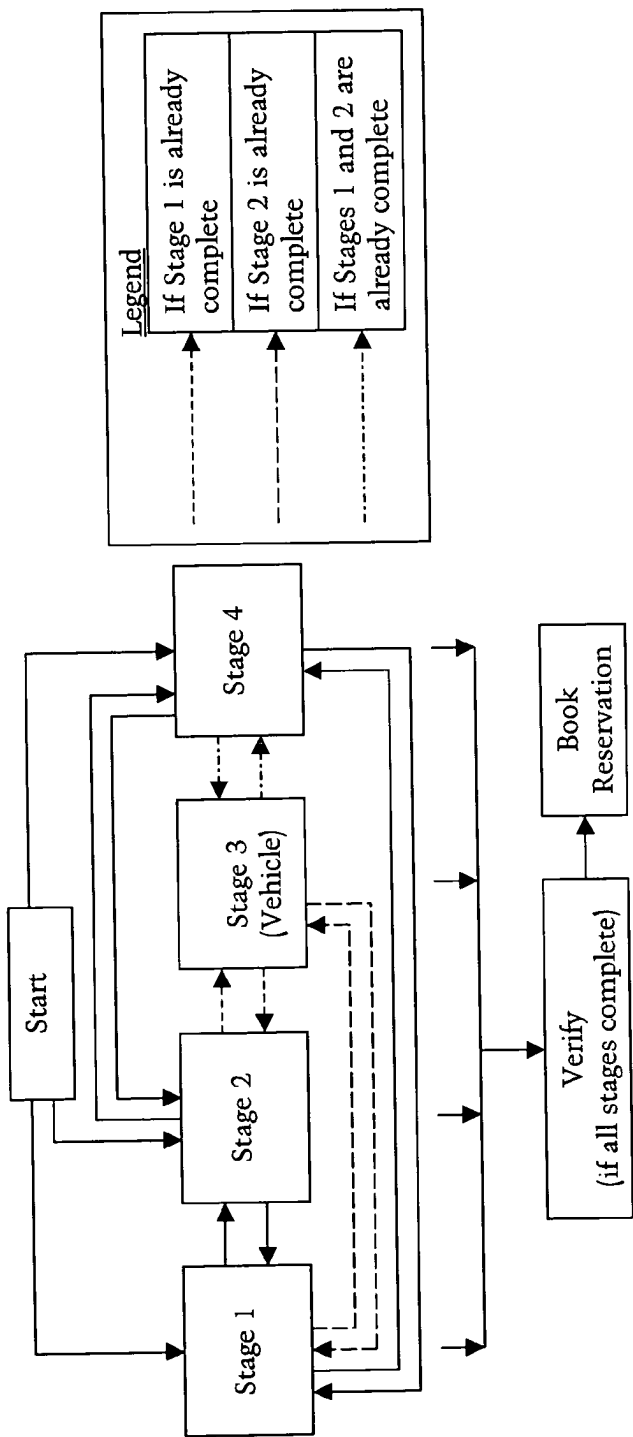
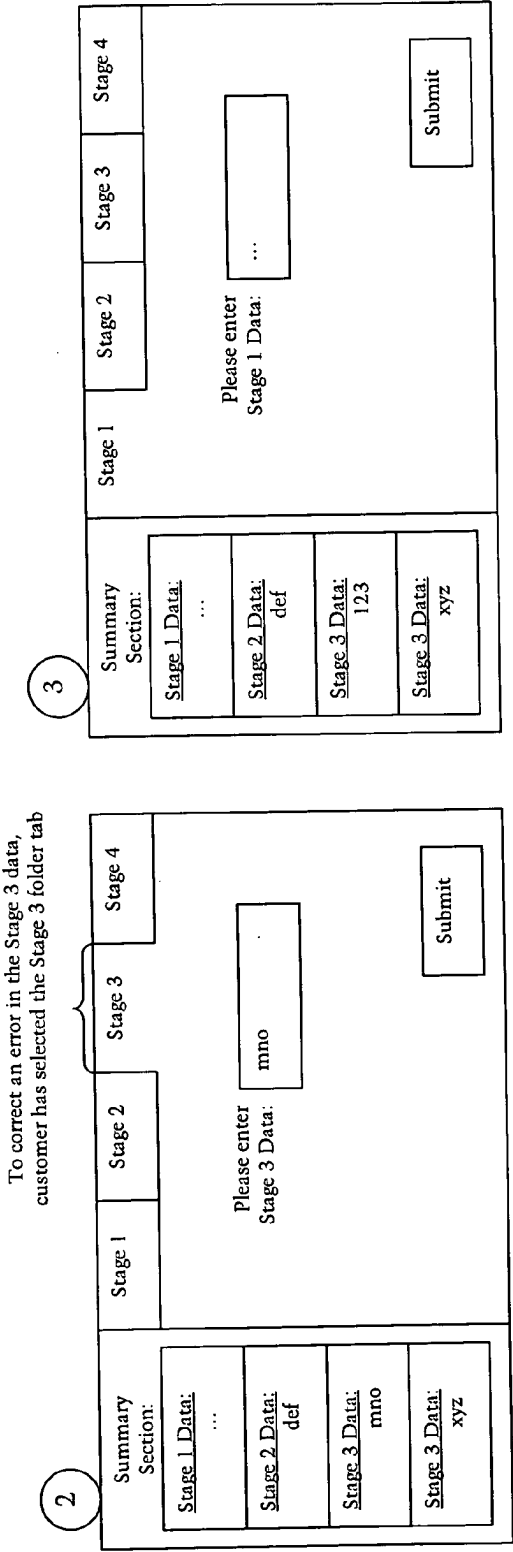
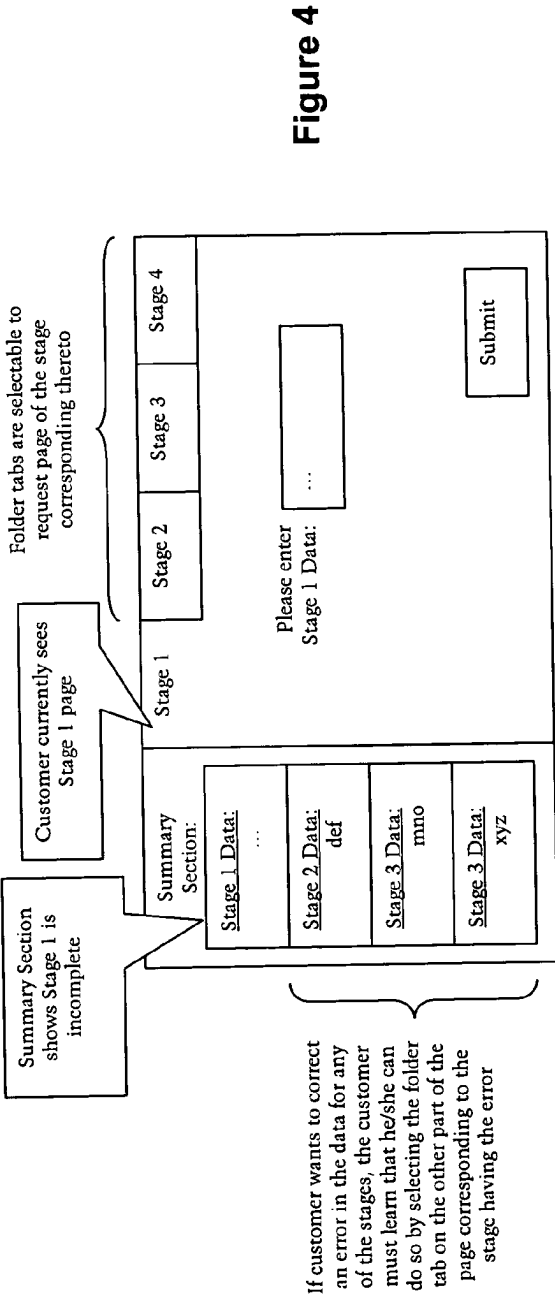


Figure 3



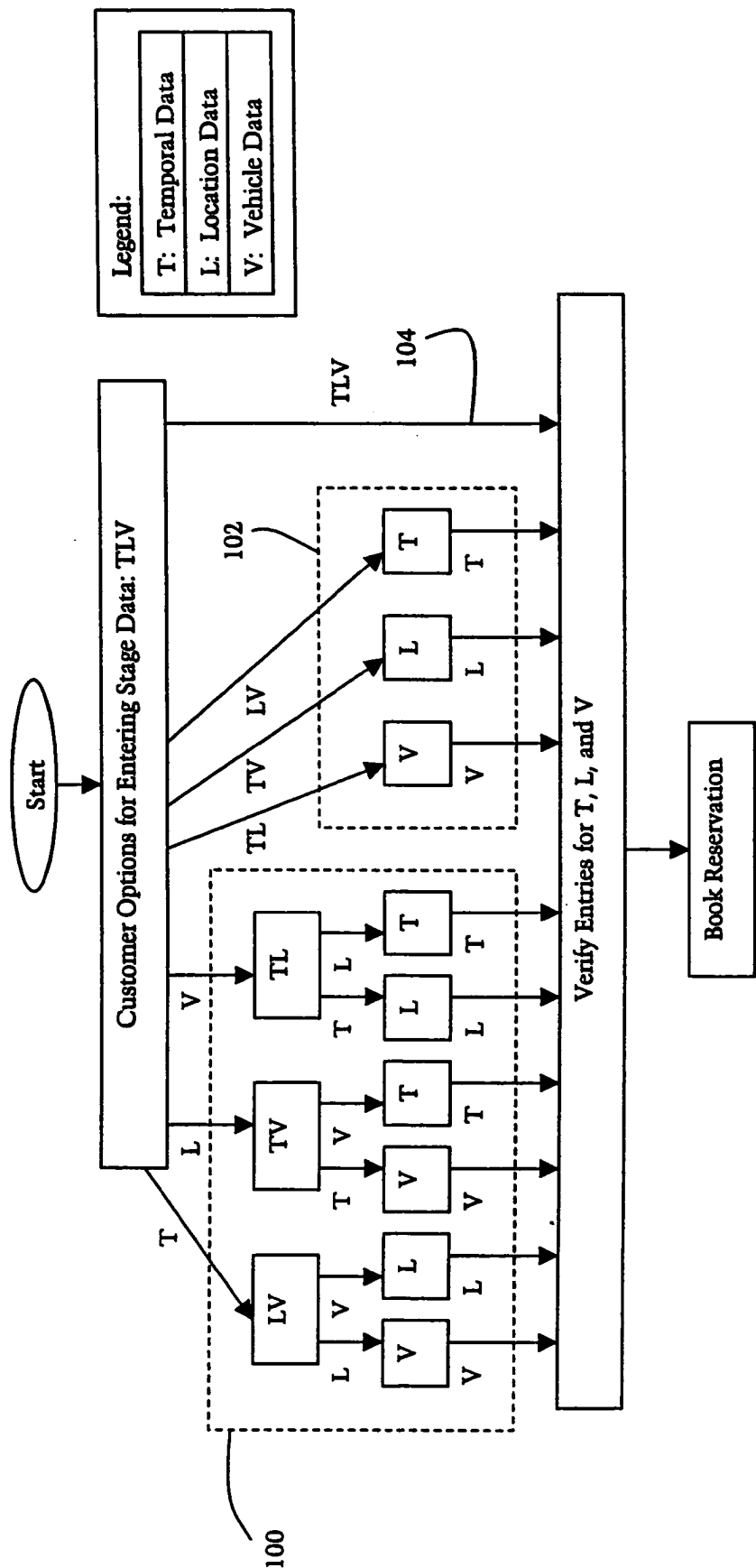


Figure 5

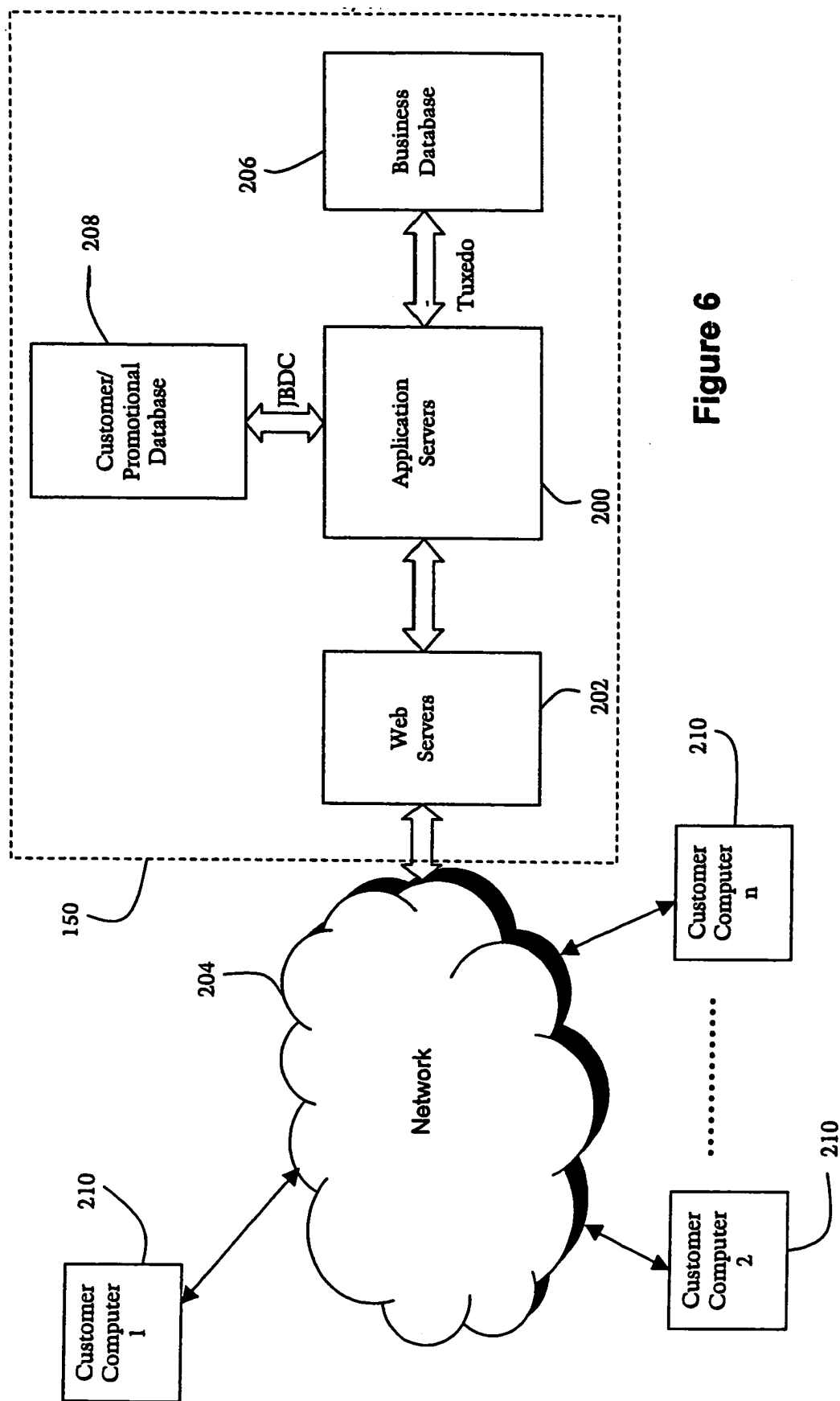


Figure 6

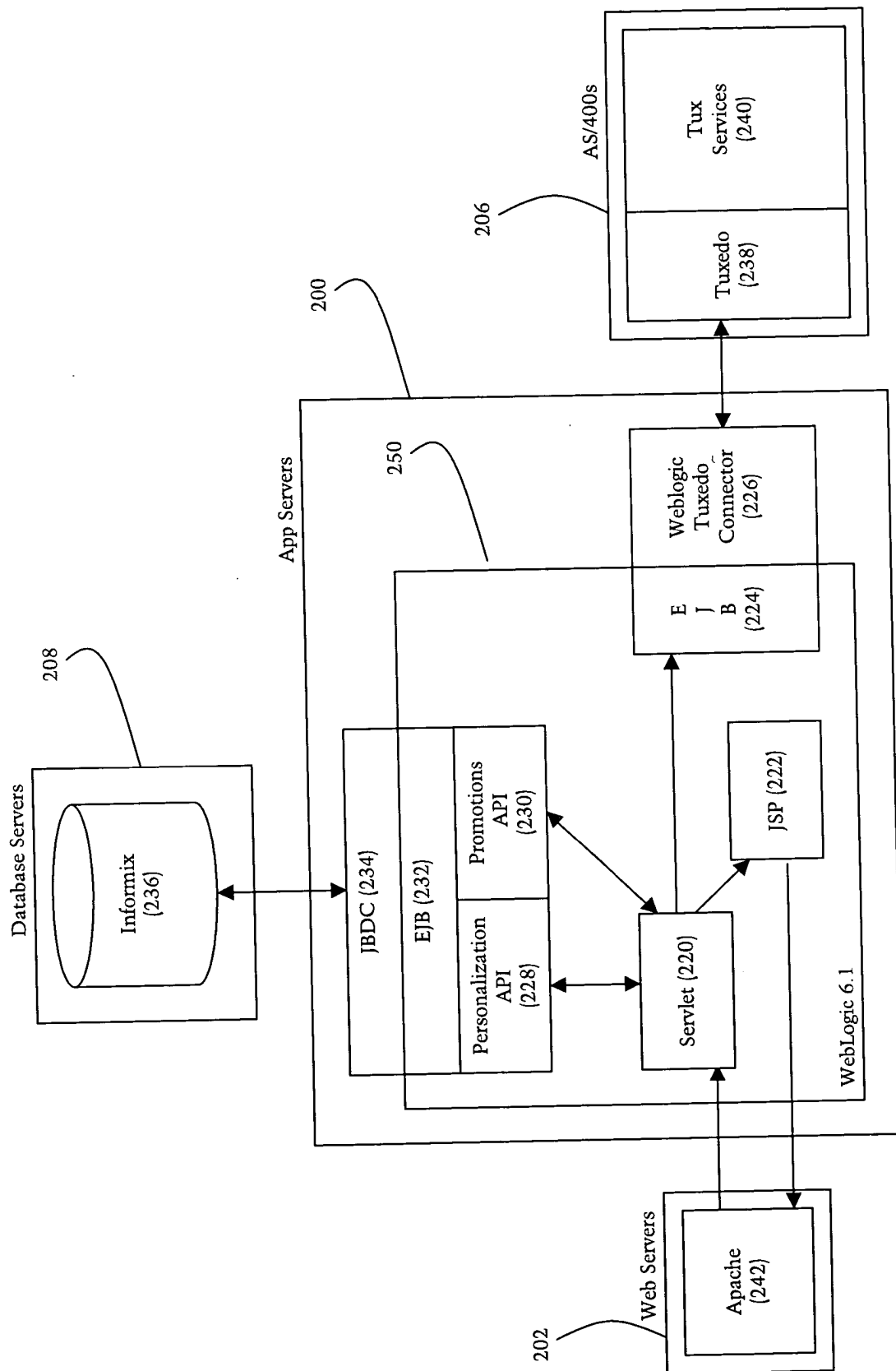


Figure 7

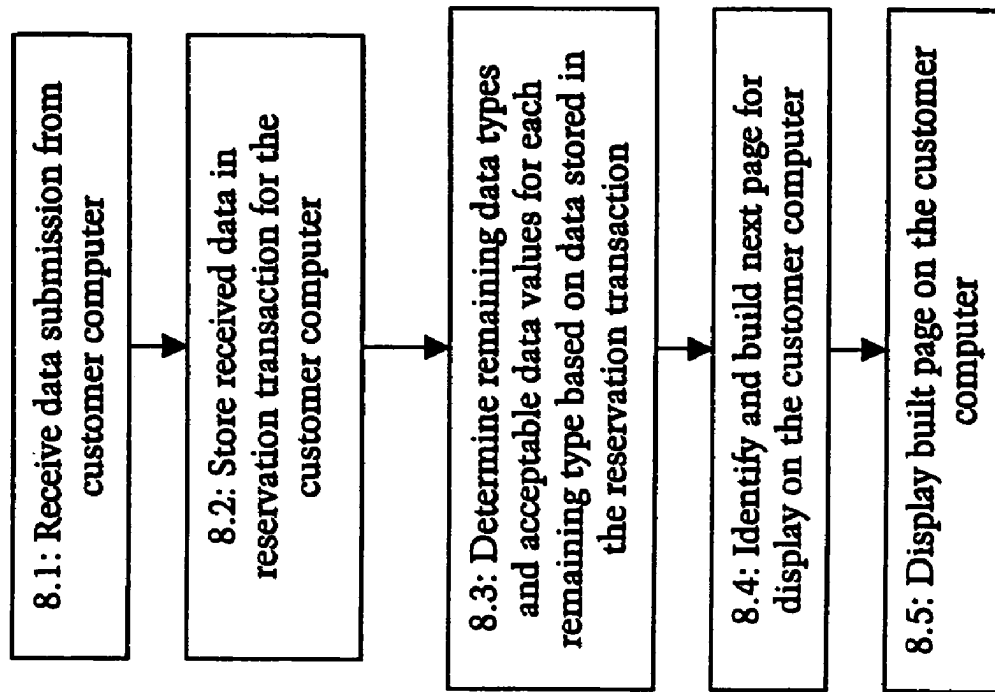


Figure 8

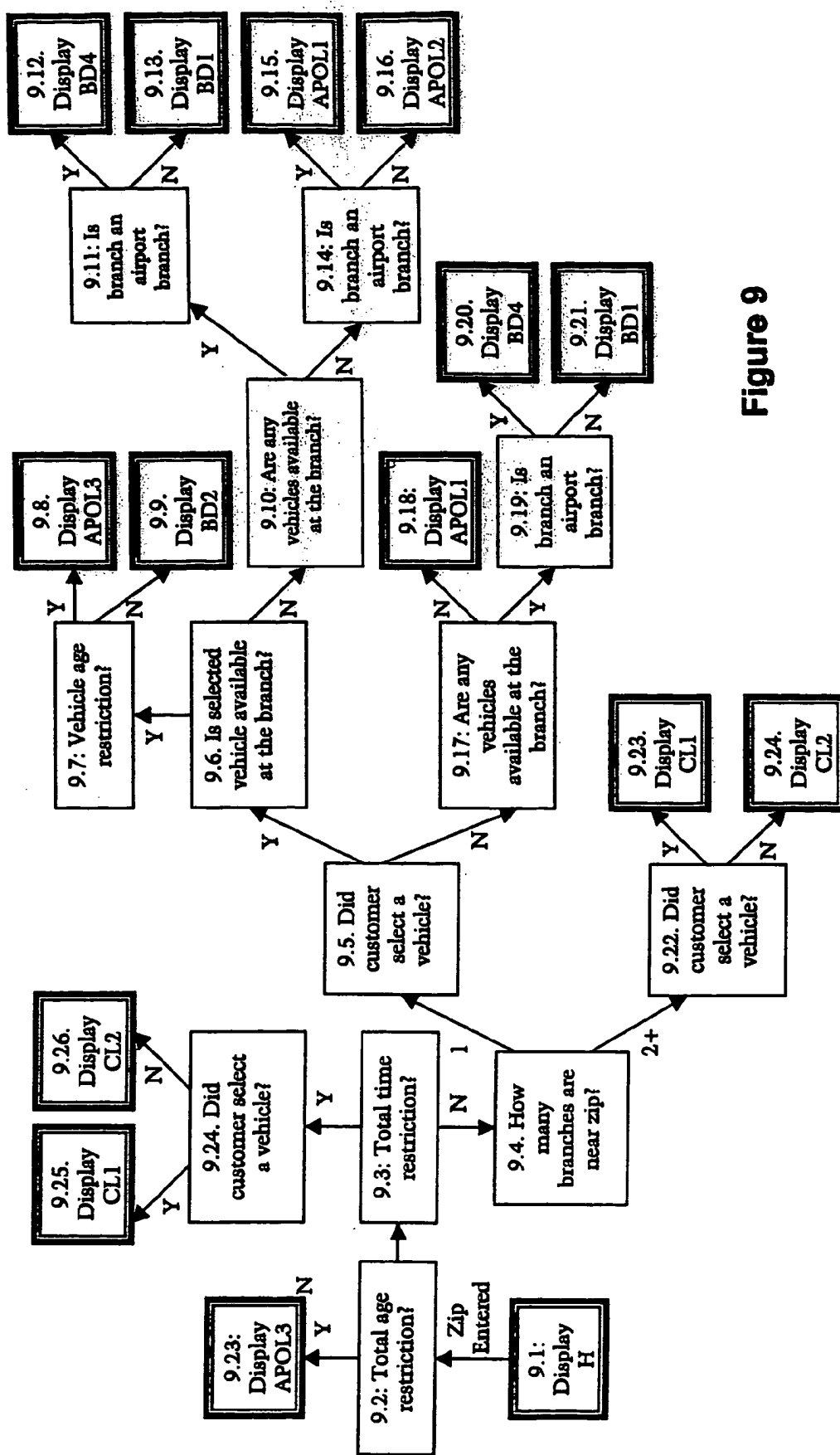


Figure 9

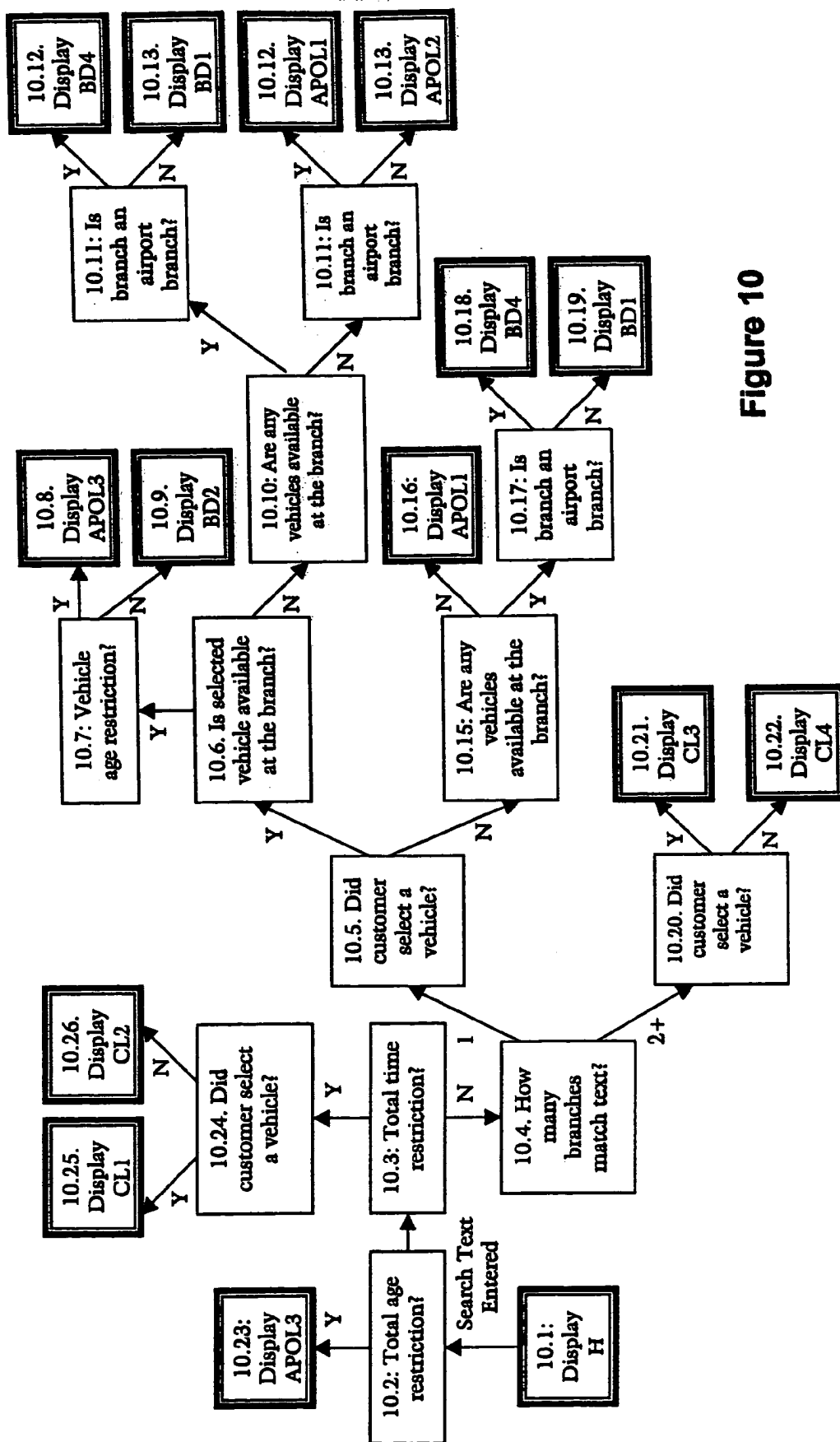


Figure 10

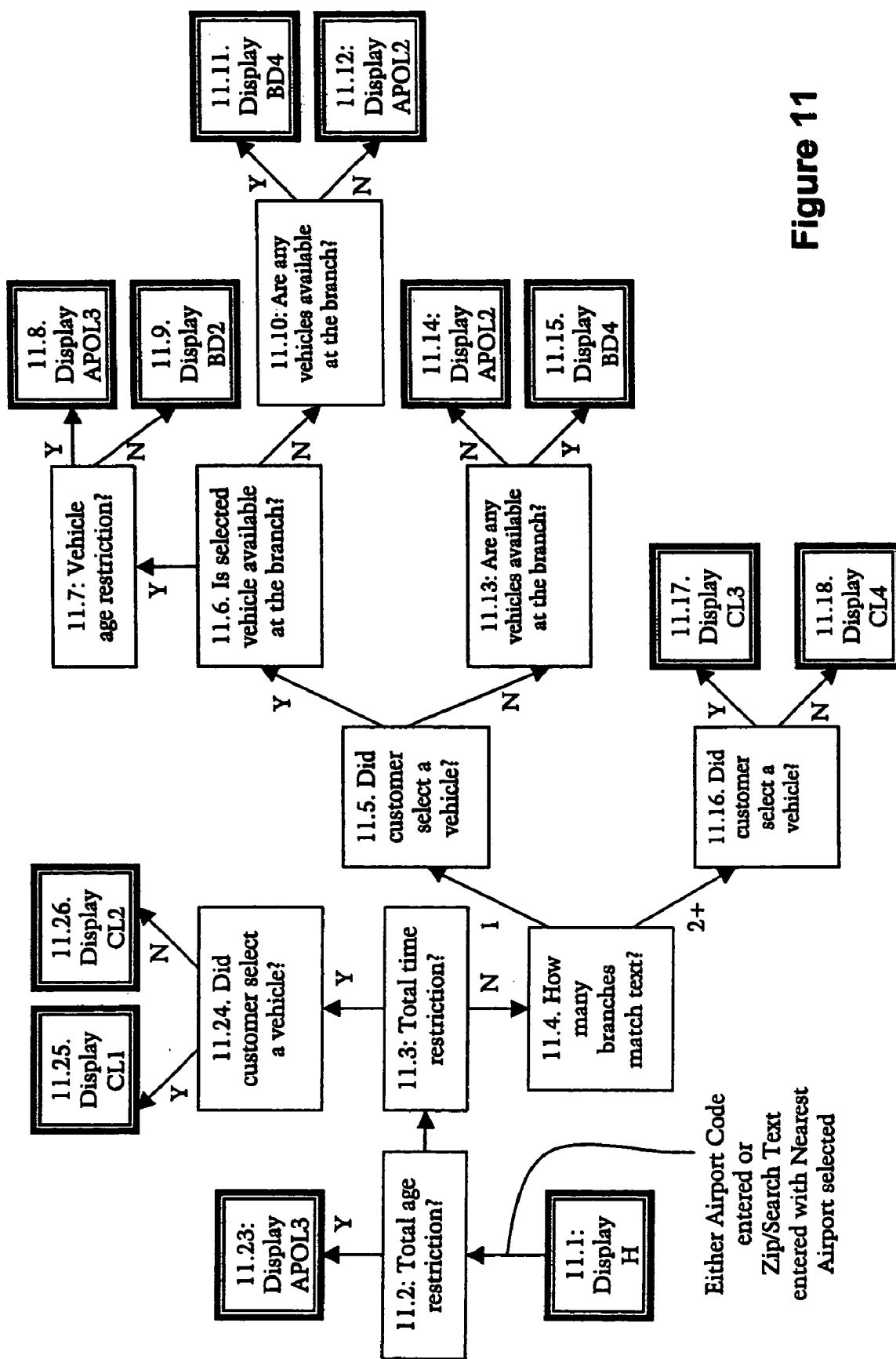


Figure 11

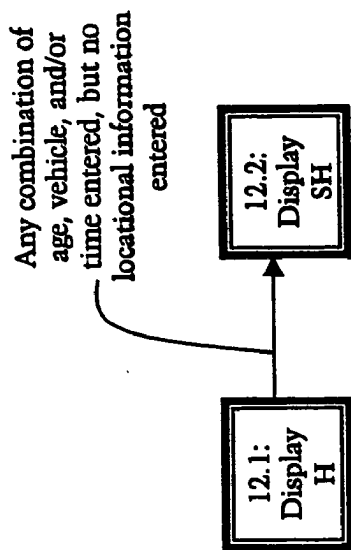


Figure 12

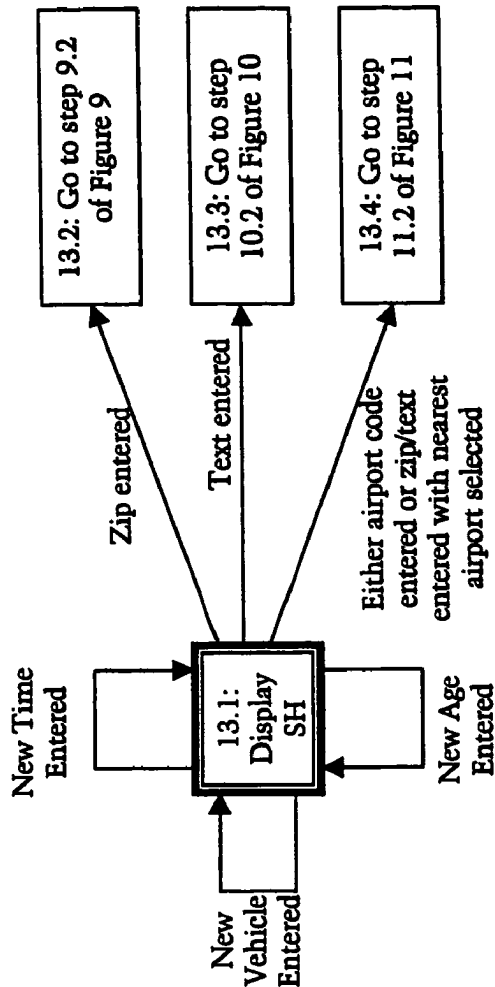


Figure 13

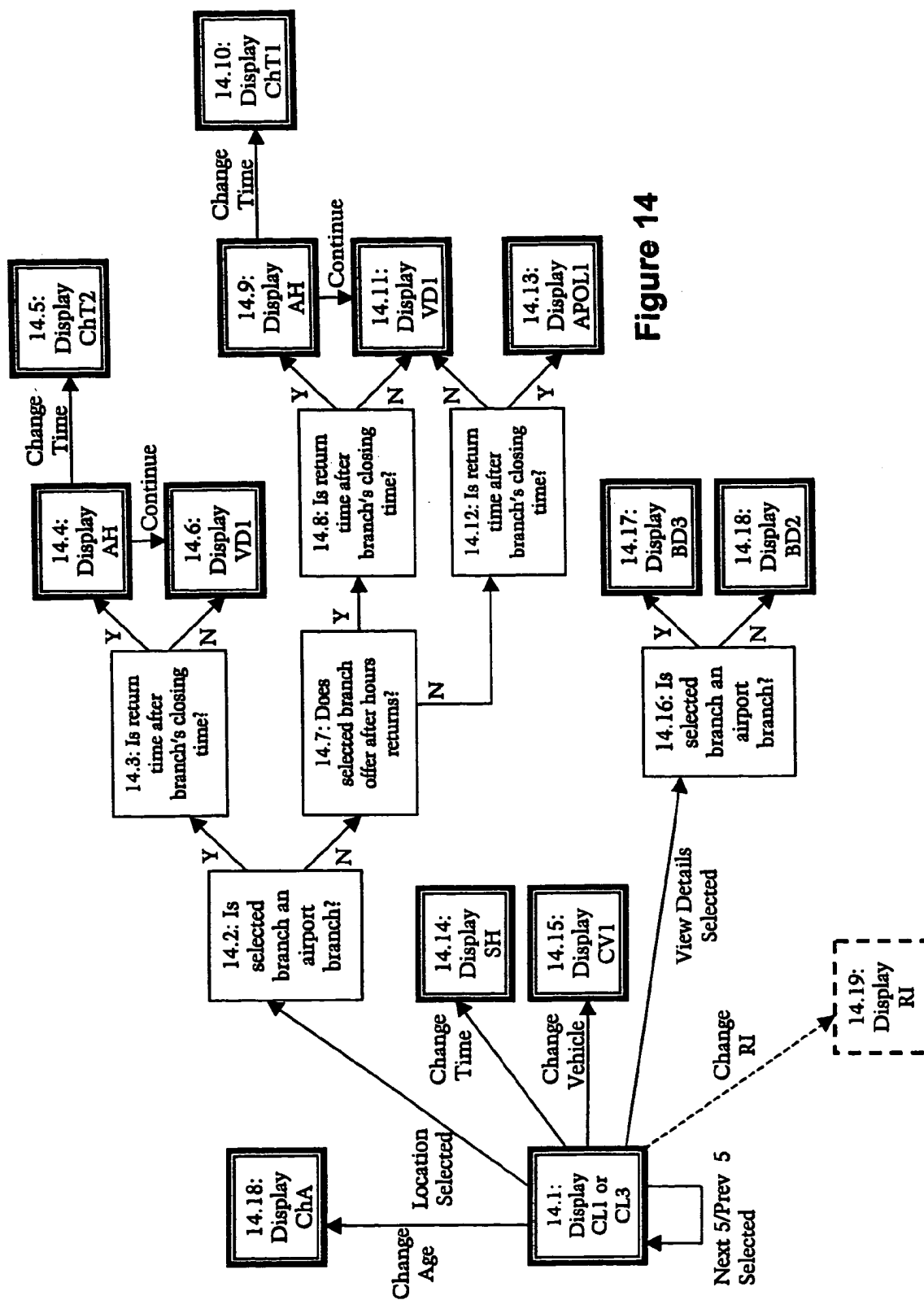
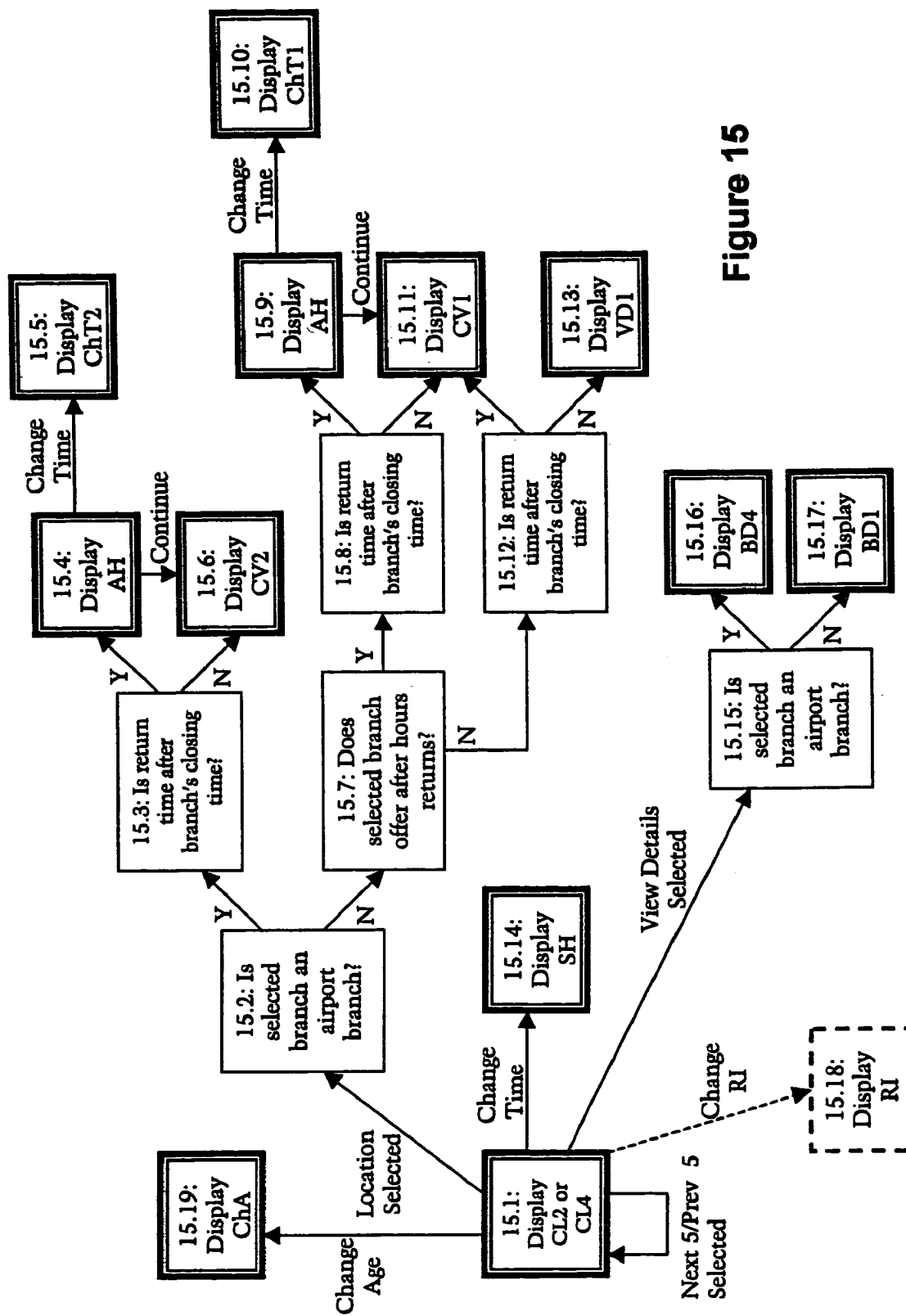


Figure 14



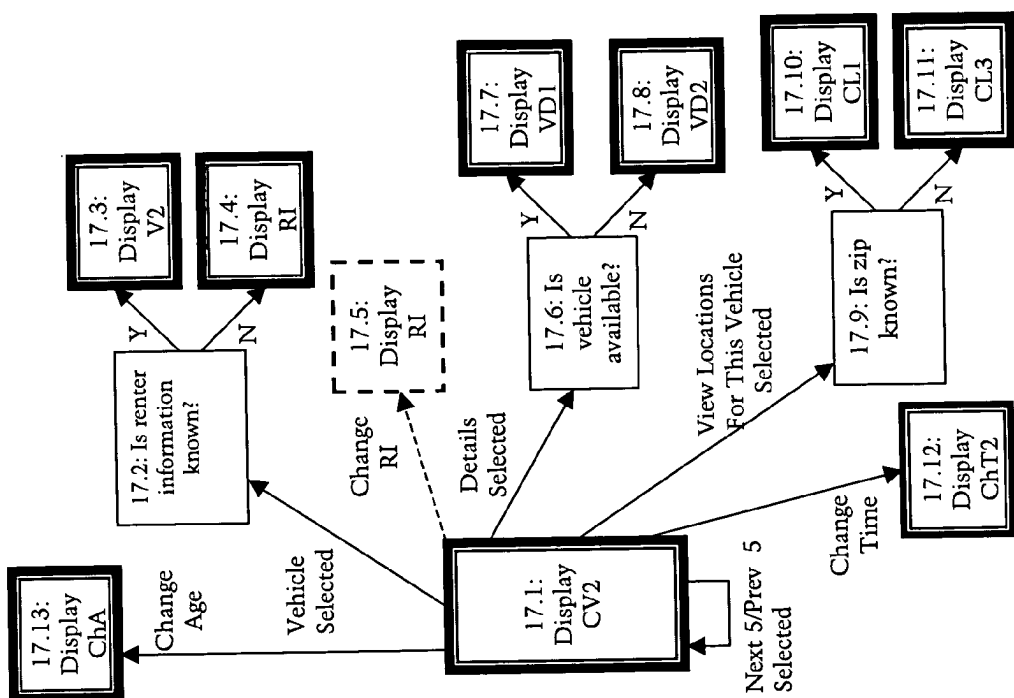


Figure 17

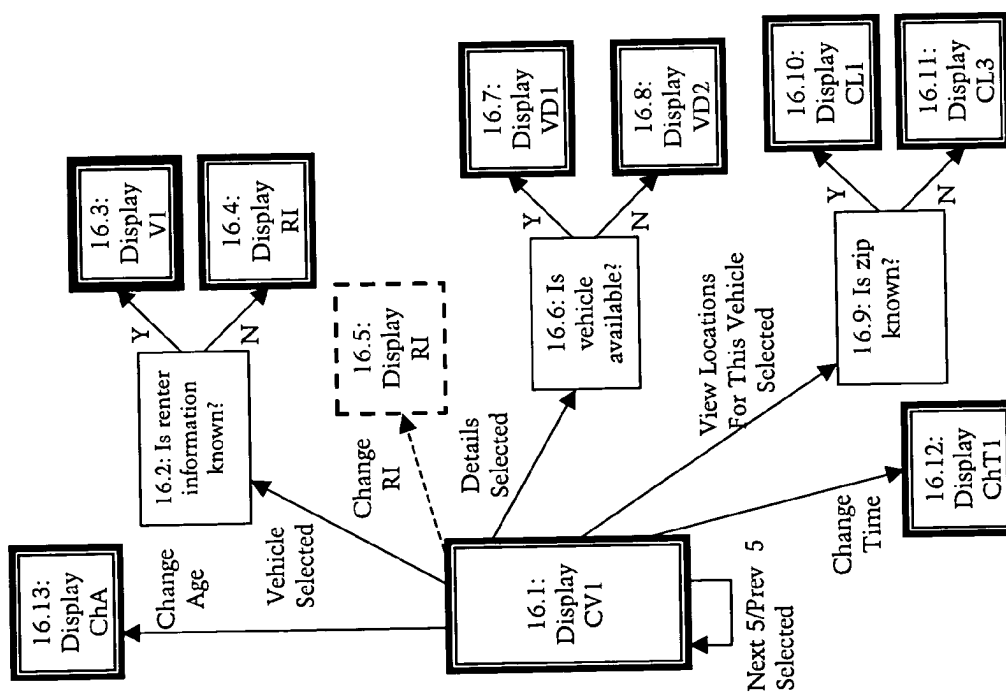


Figure 16

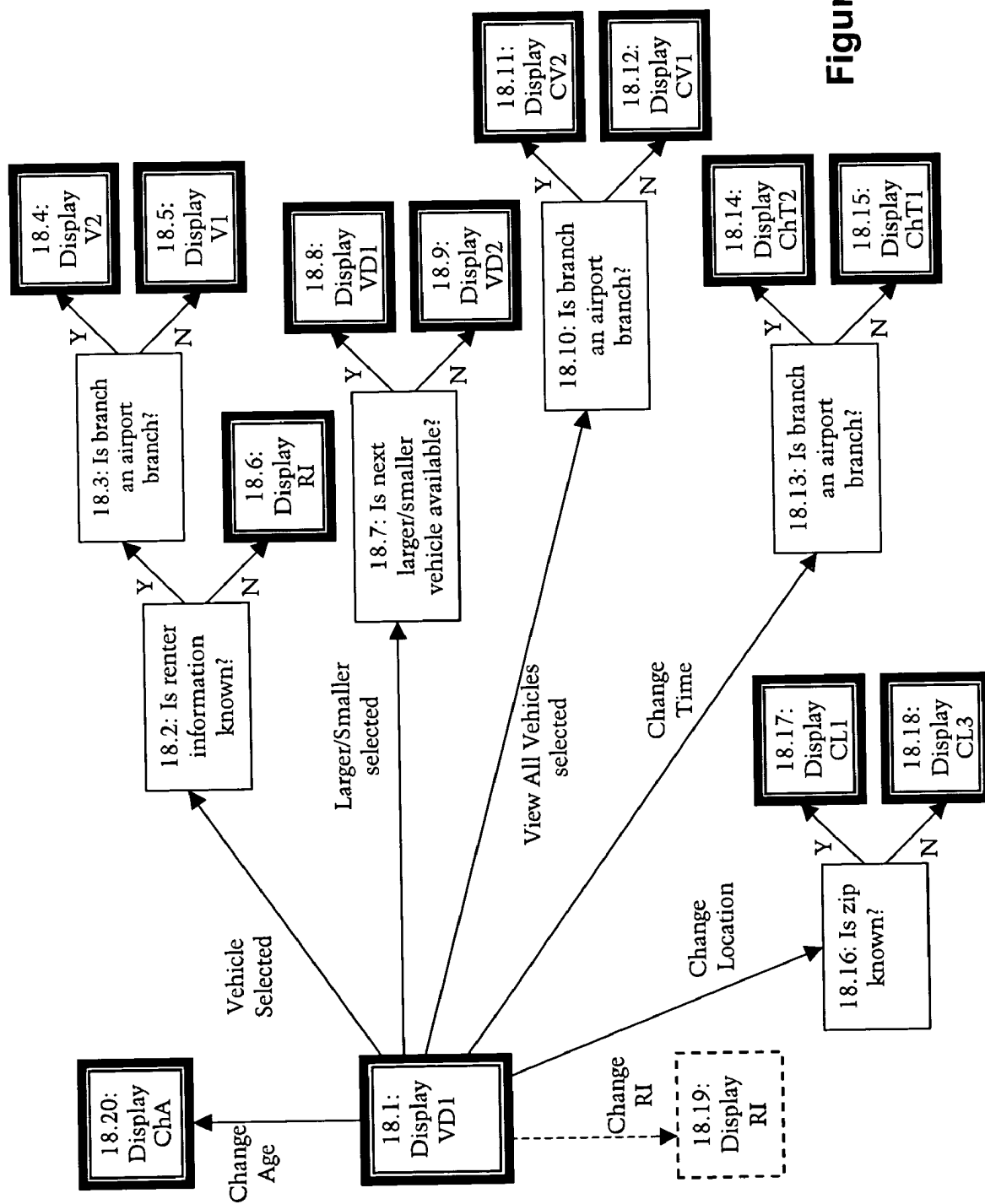


Figure 18

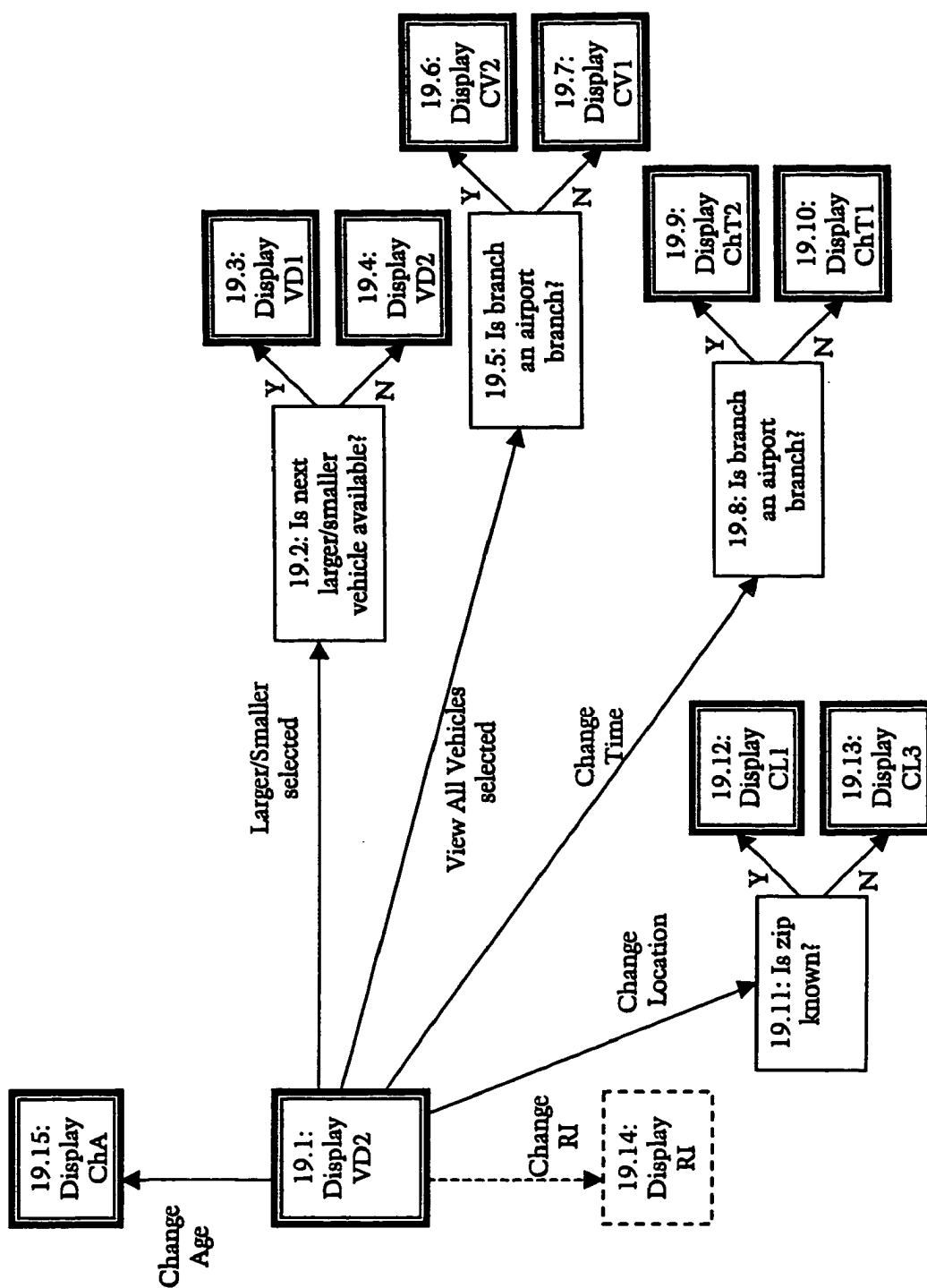


Figure 19

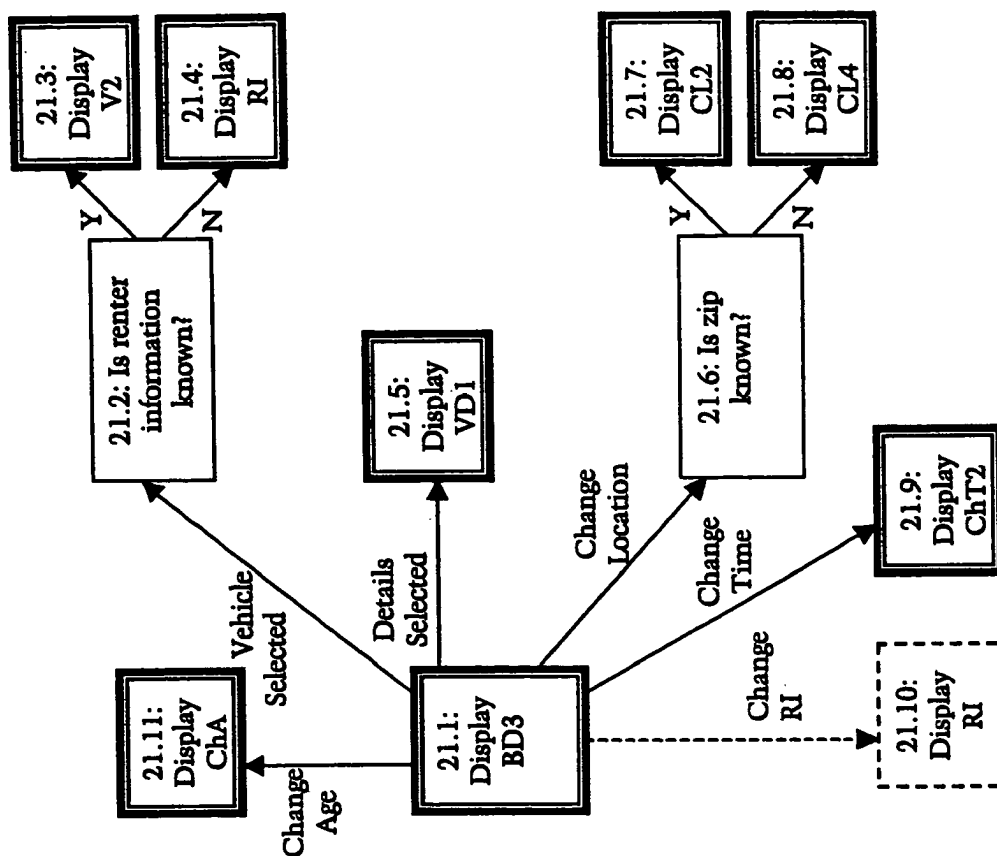


Figure 21

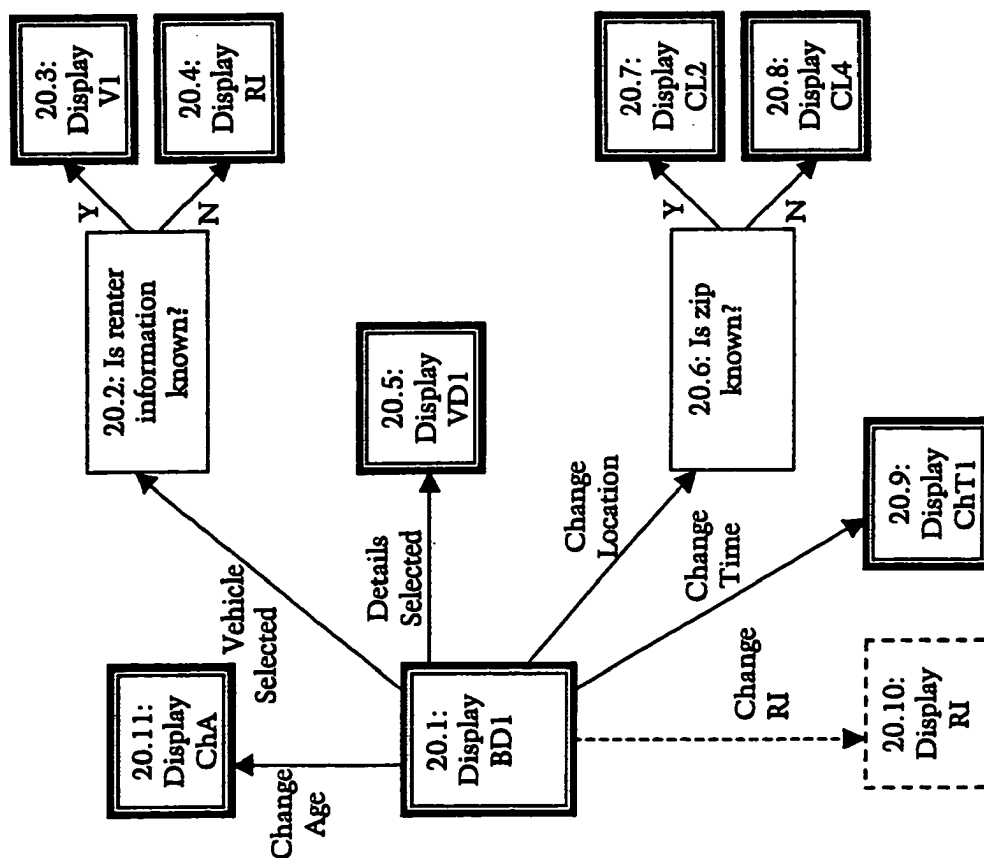


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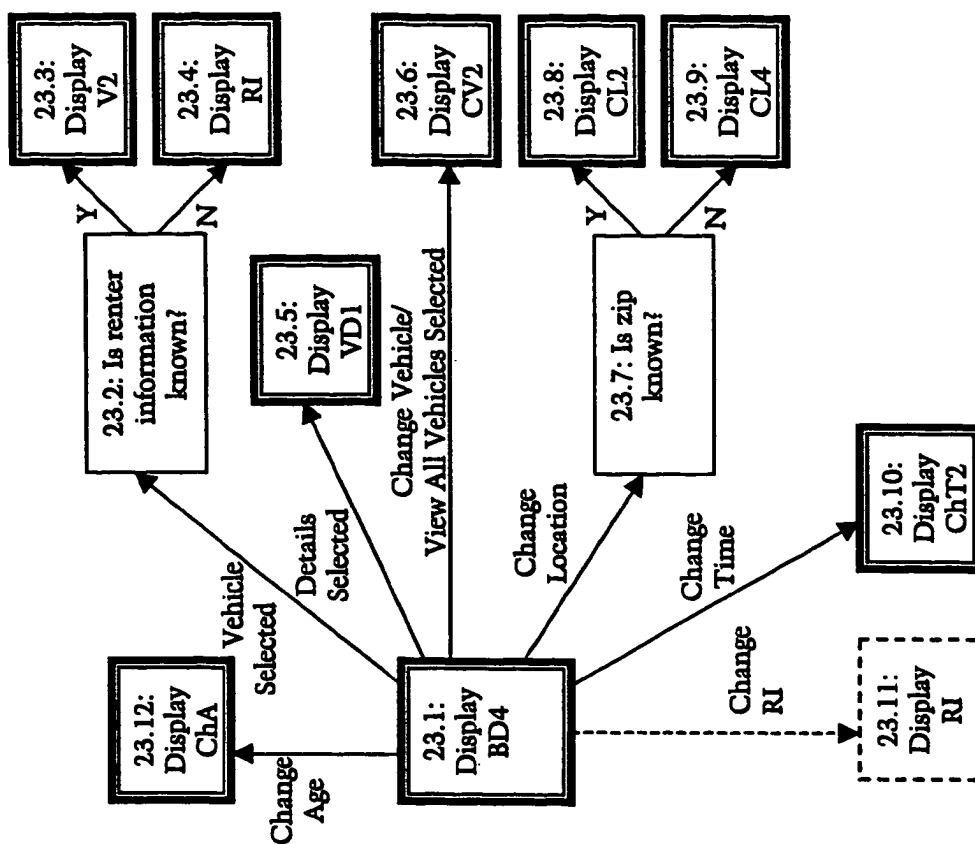


Figure 23

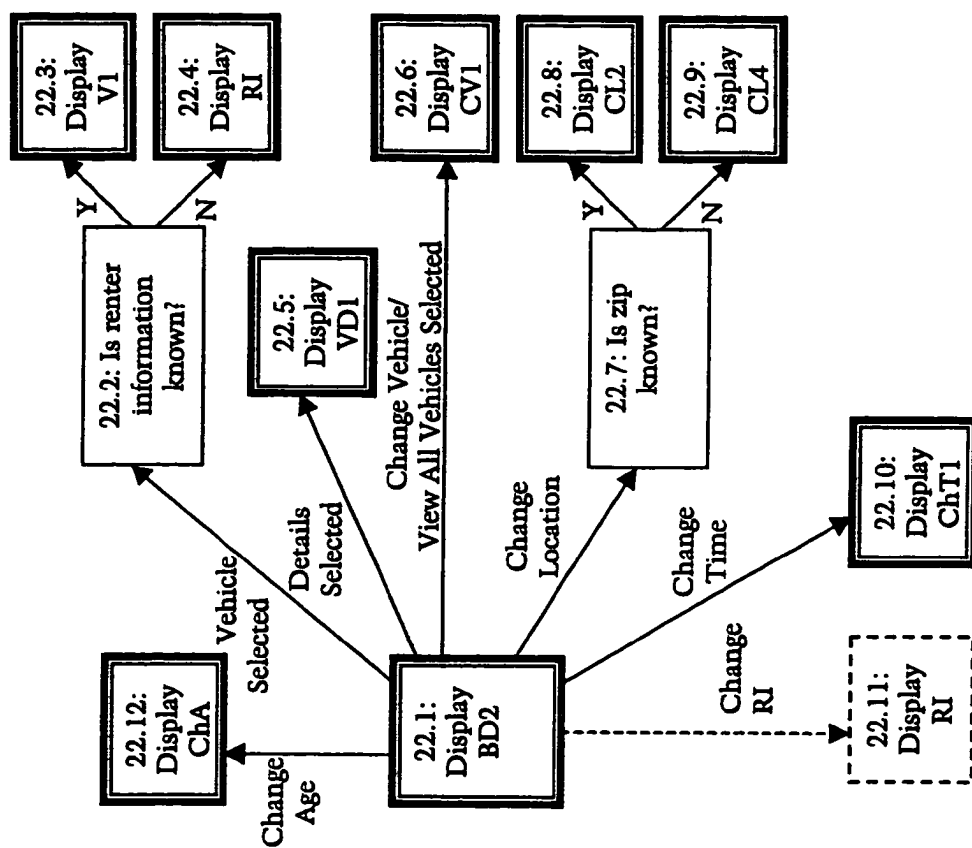


Figure 22

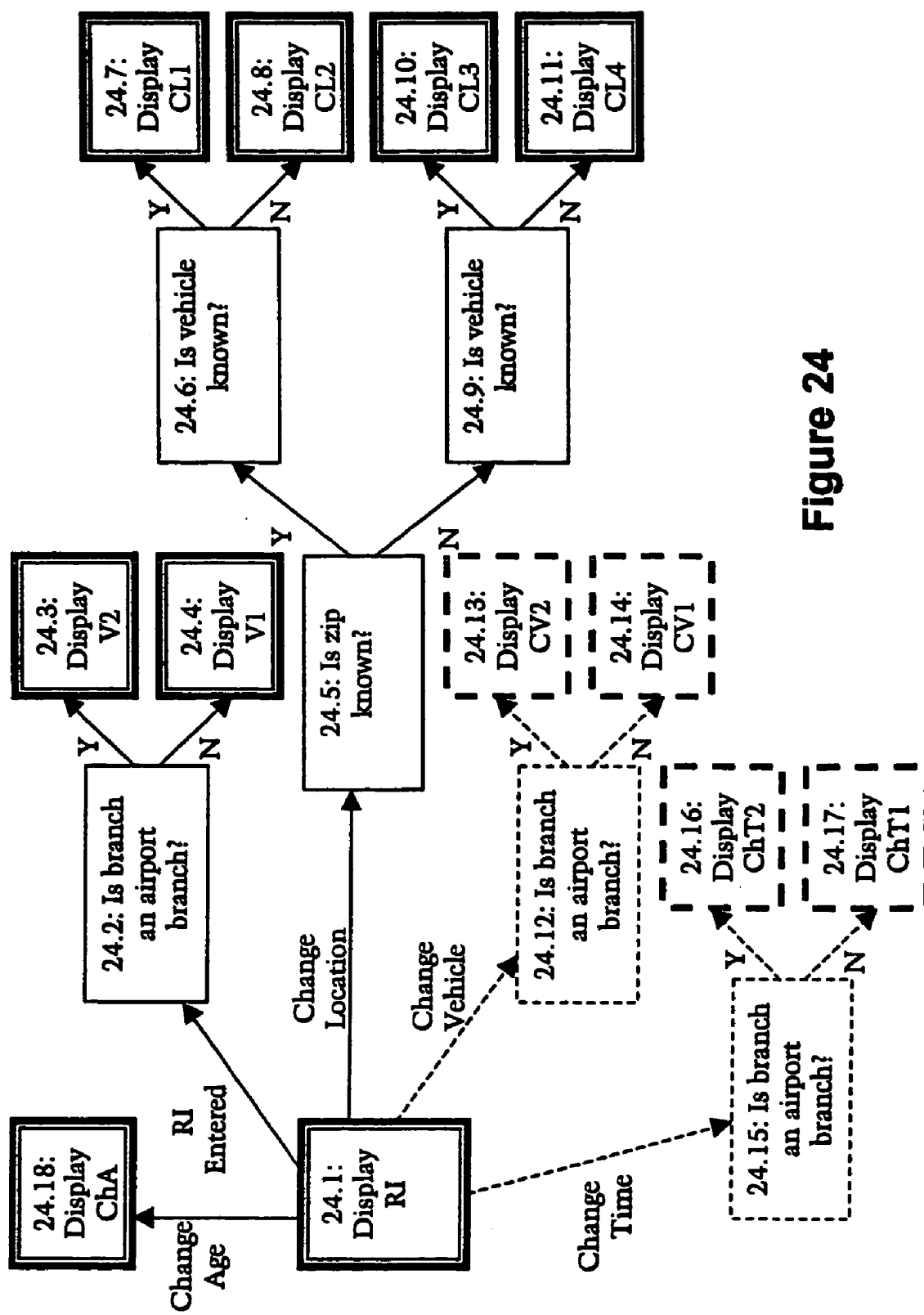


Figure 24

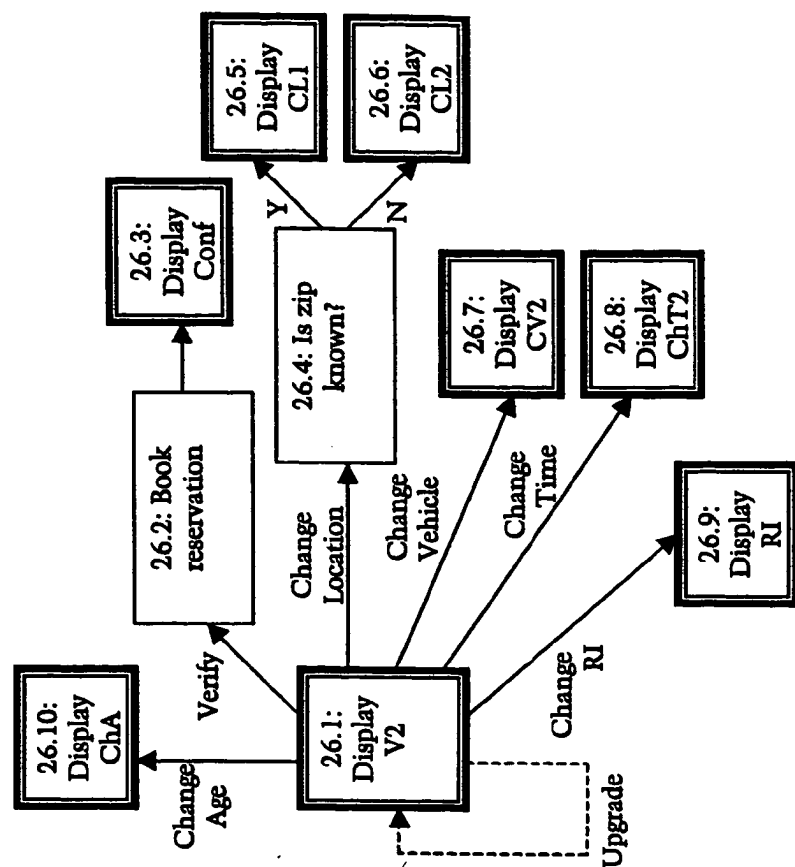


Figure 26

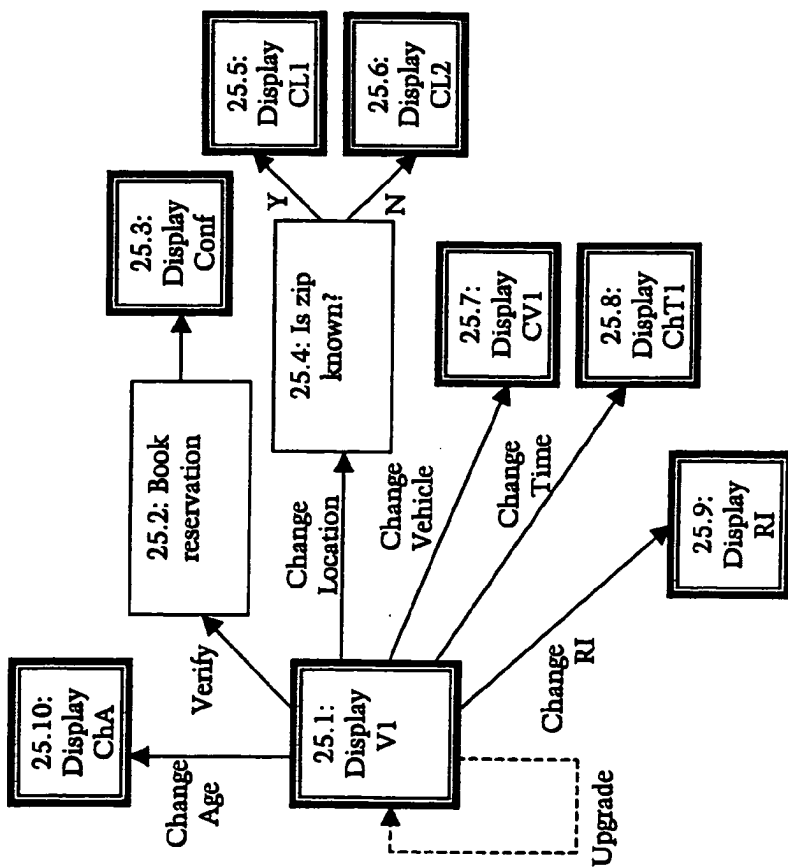


Figure 25

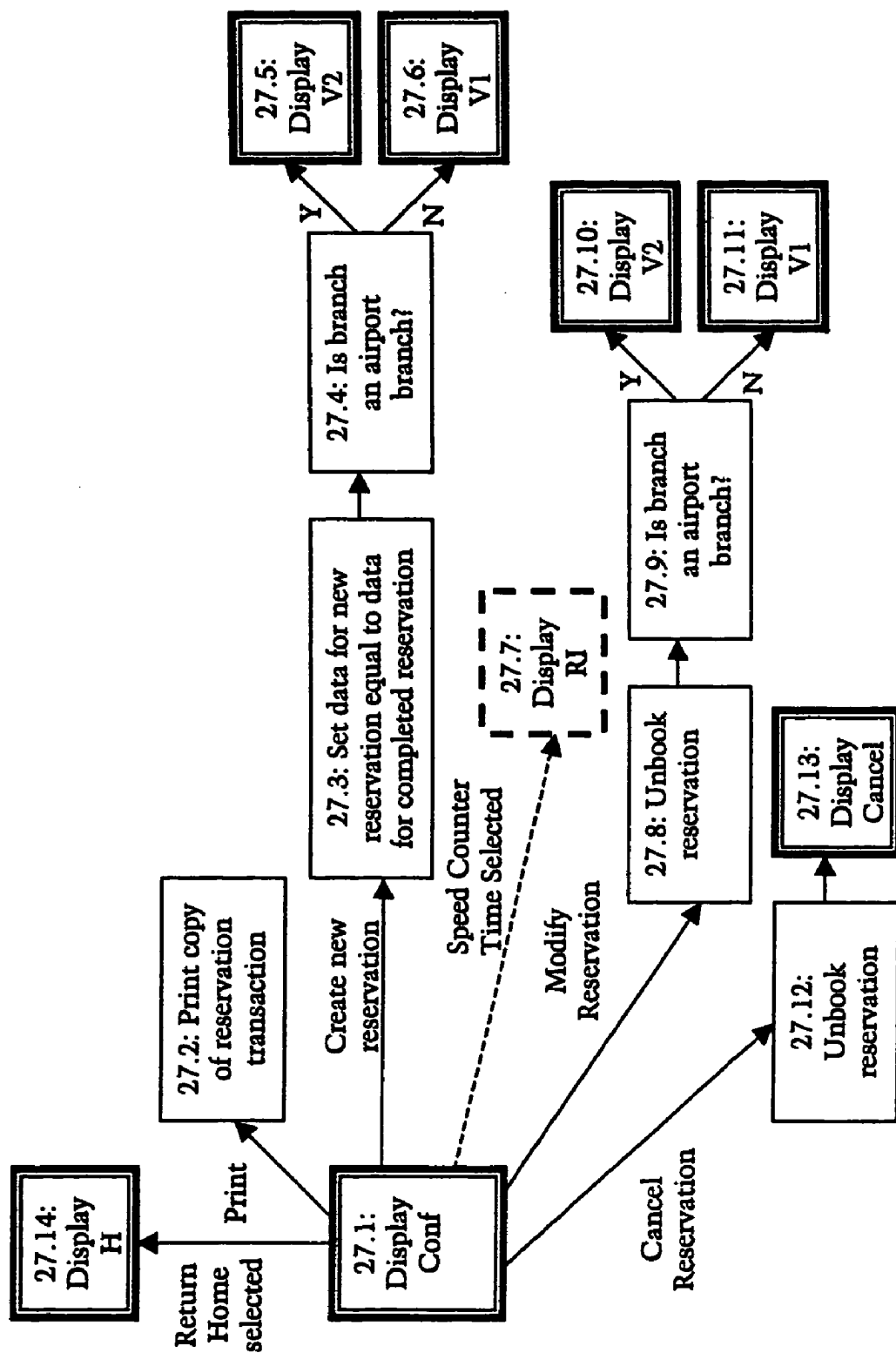
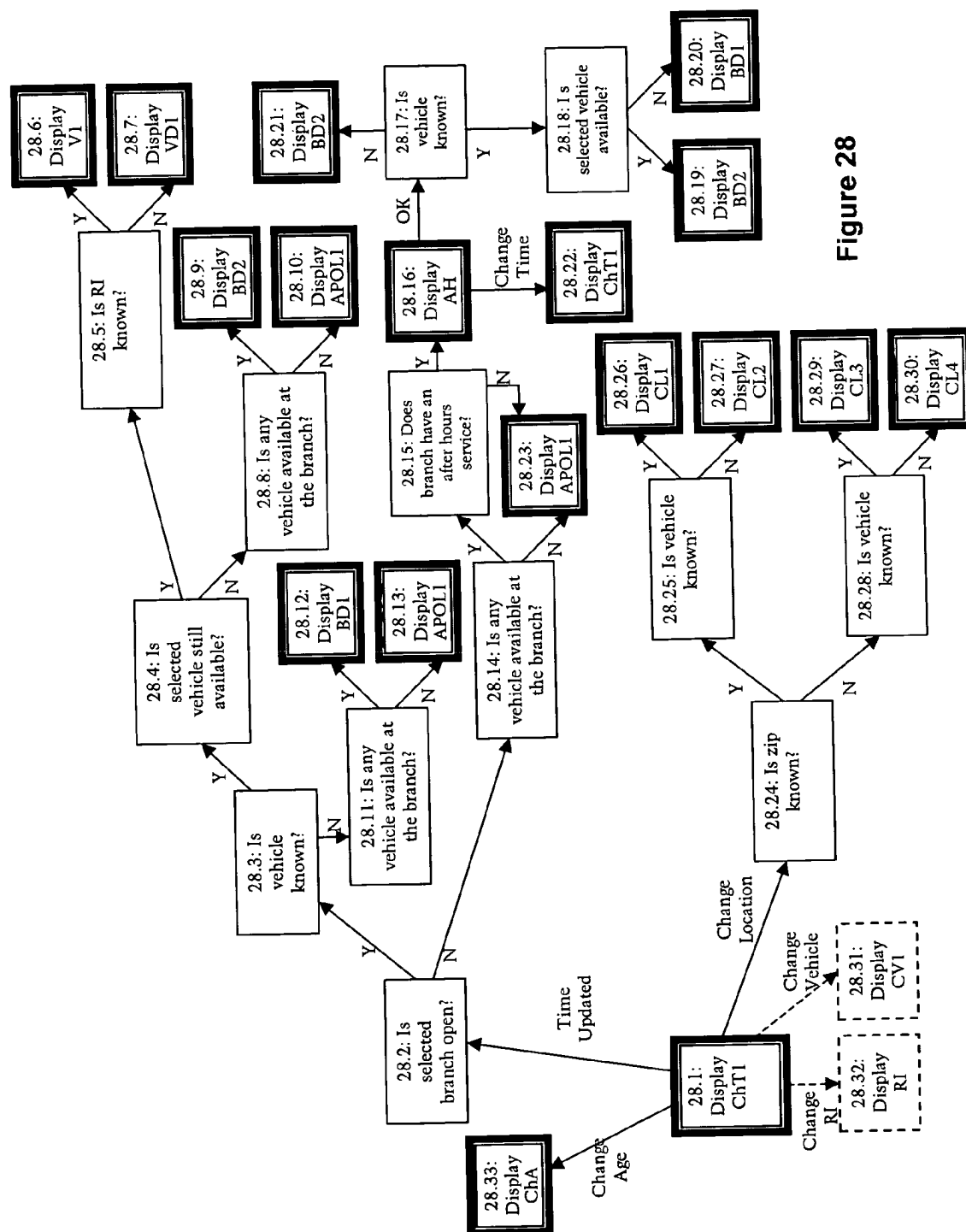


Figure 27



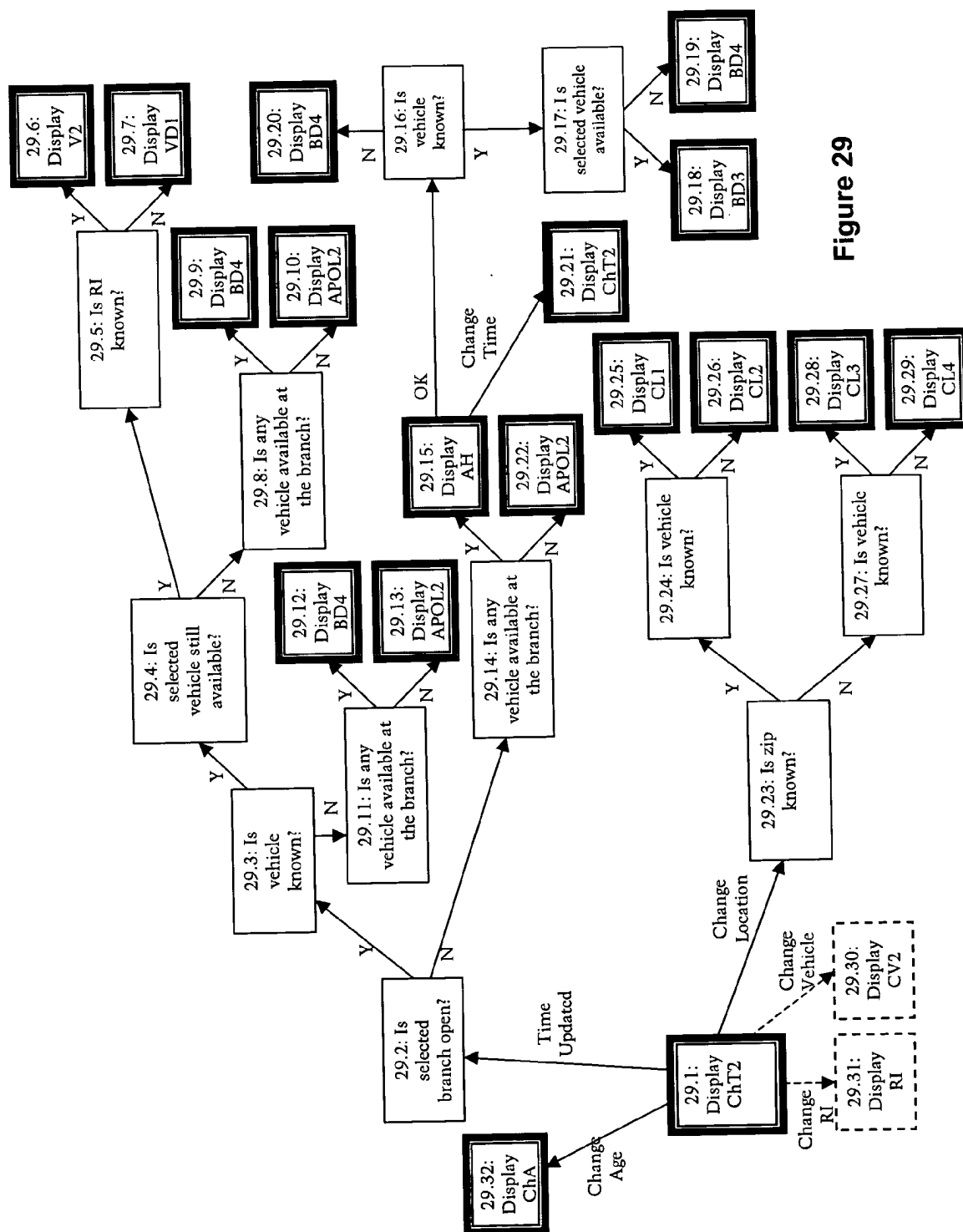


Figure 29

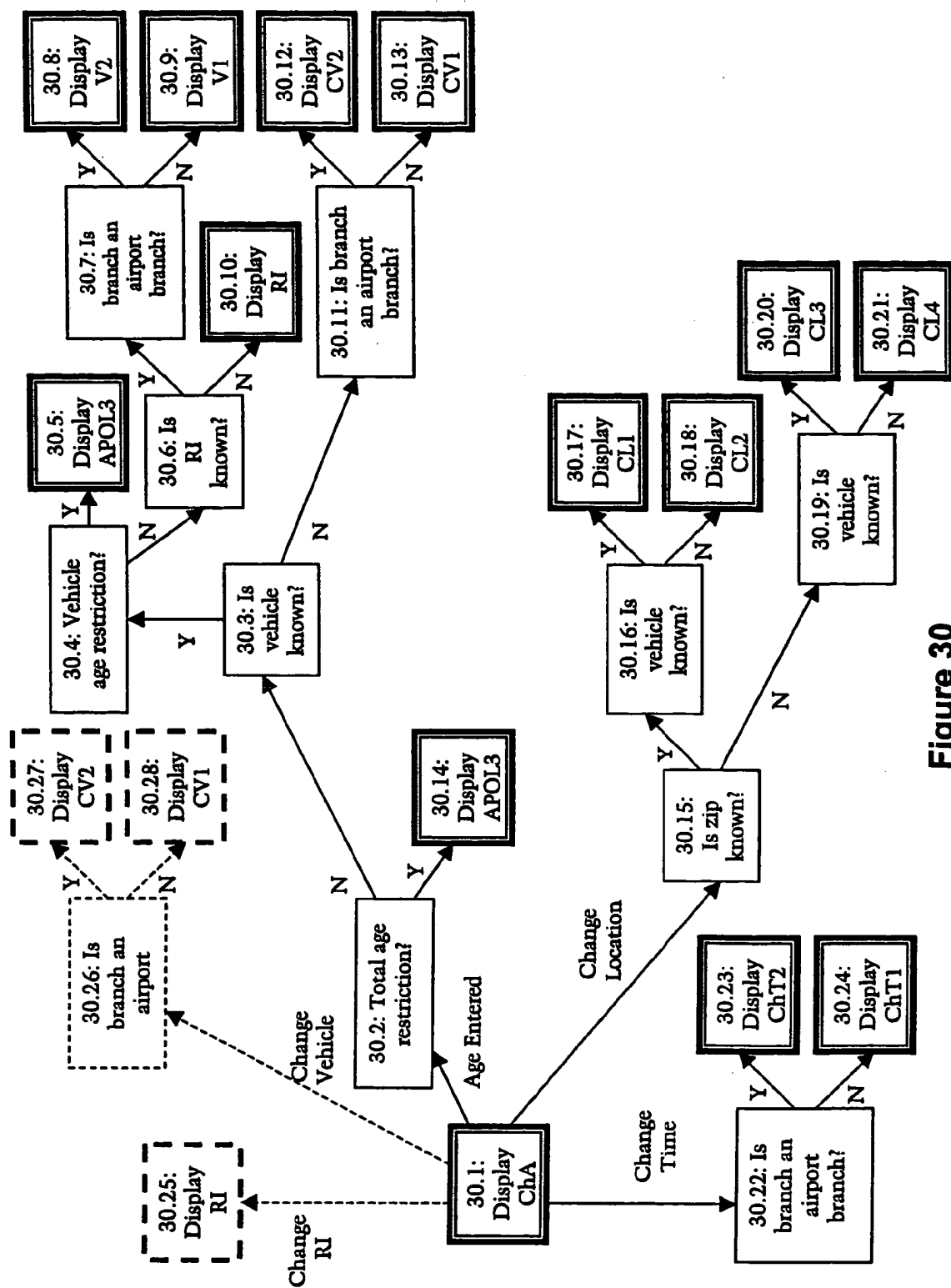
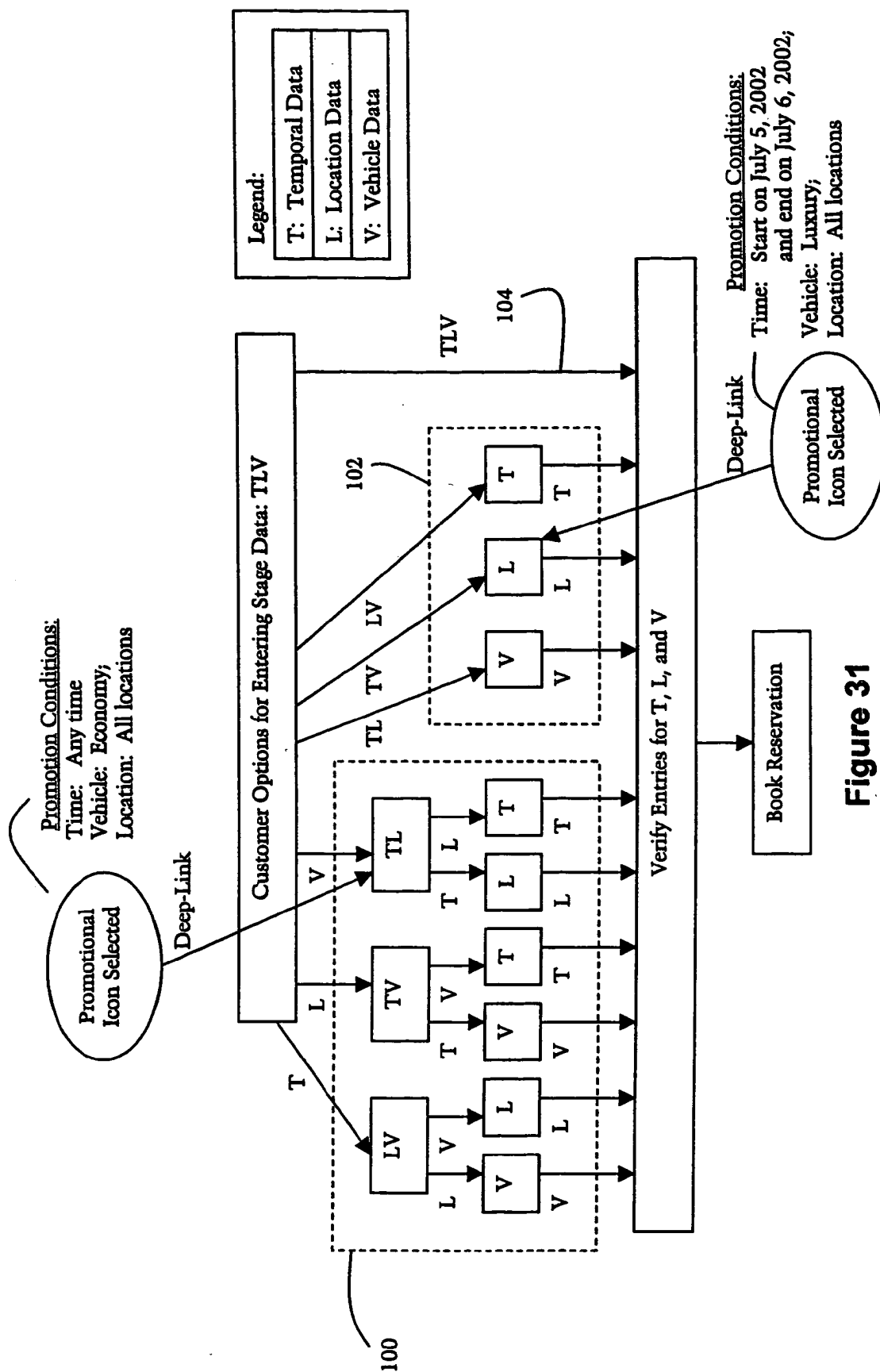


Figure 30



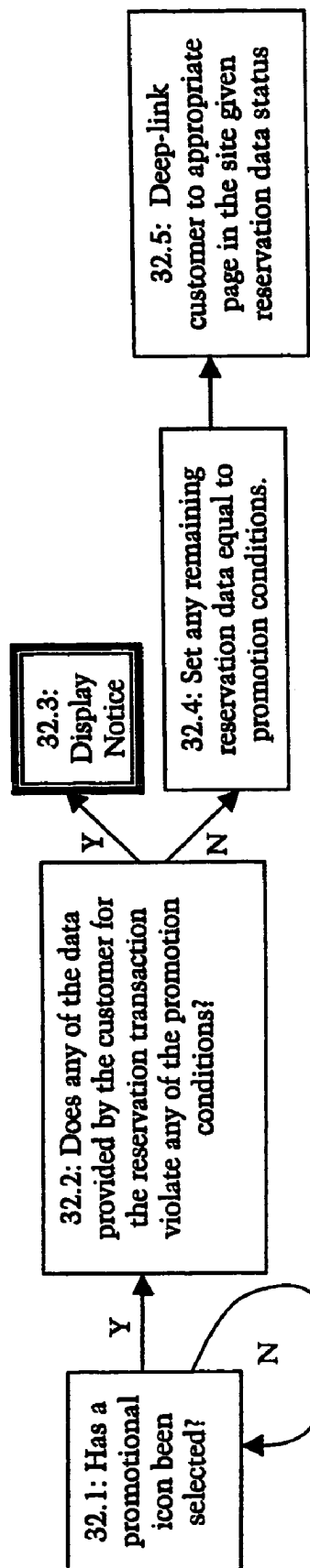


Figure 32

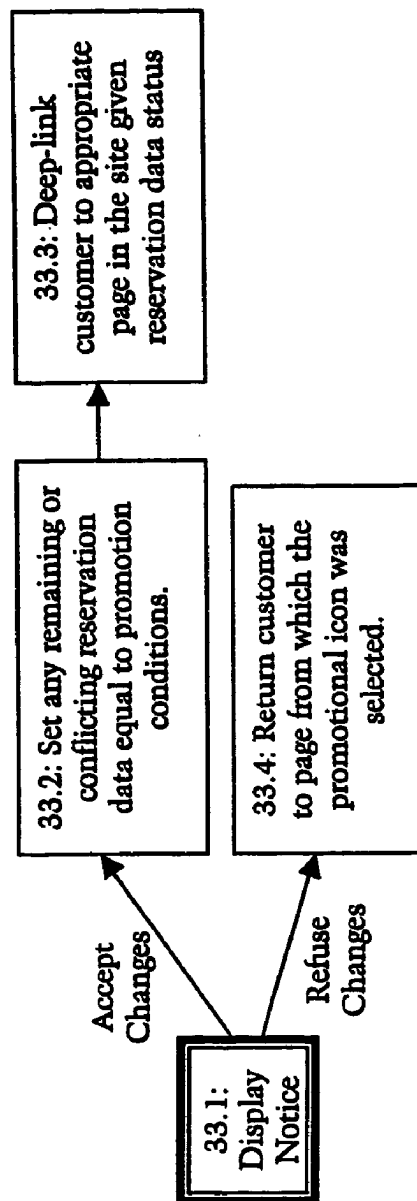
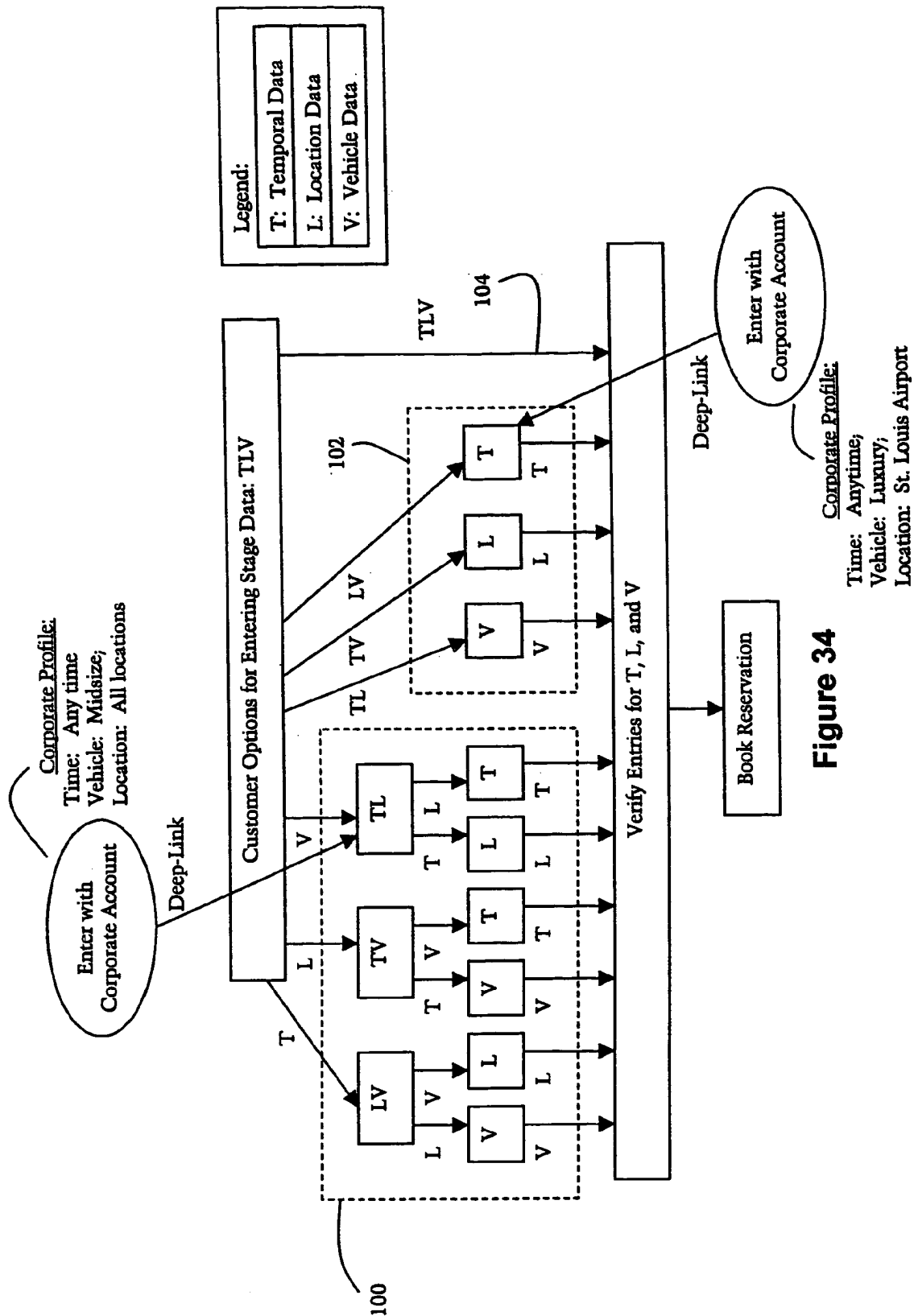


Figure 33



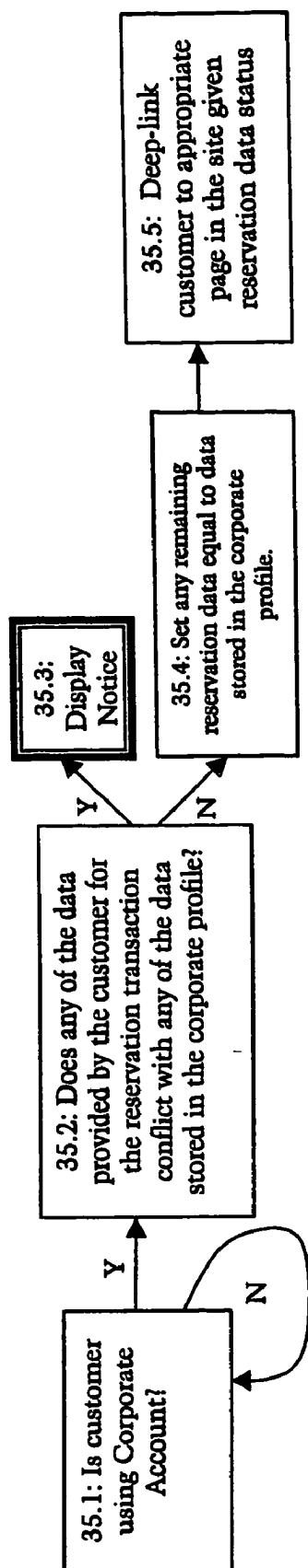


Figure 35

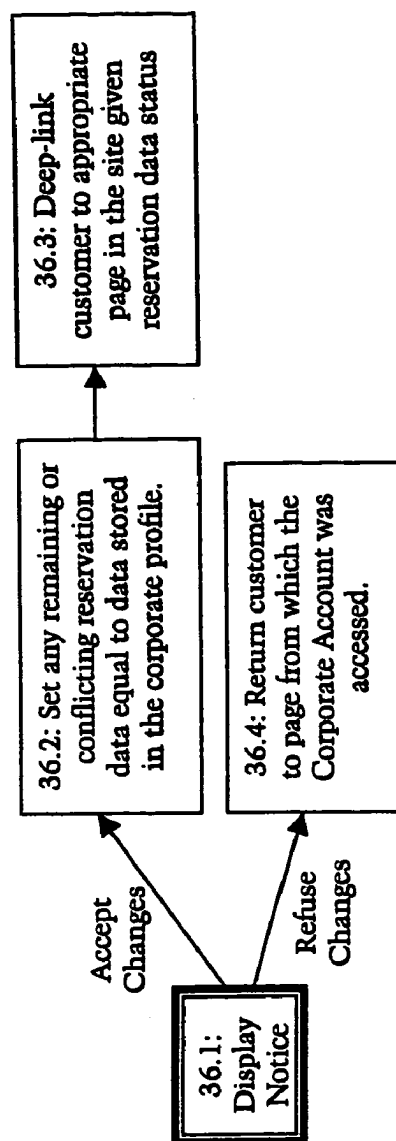
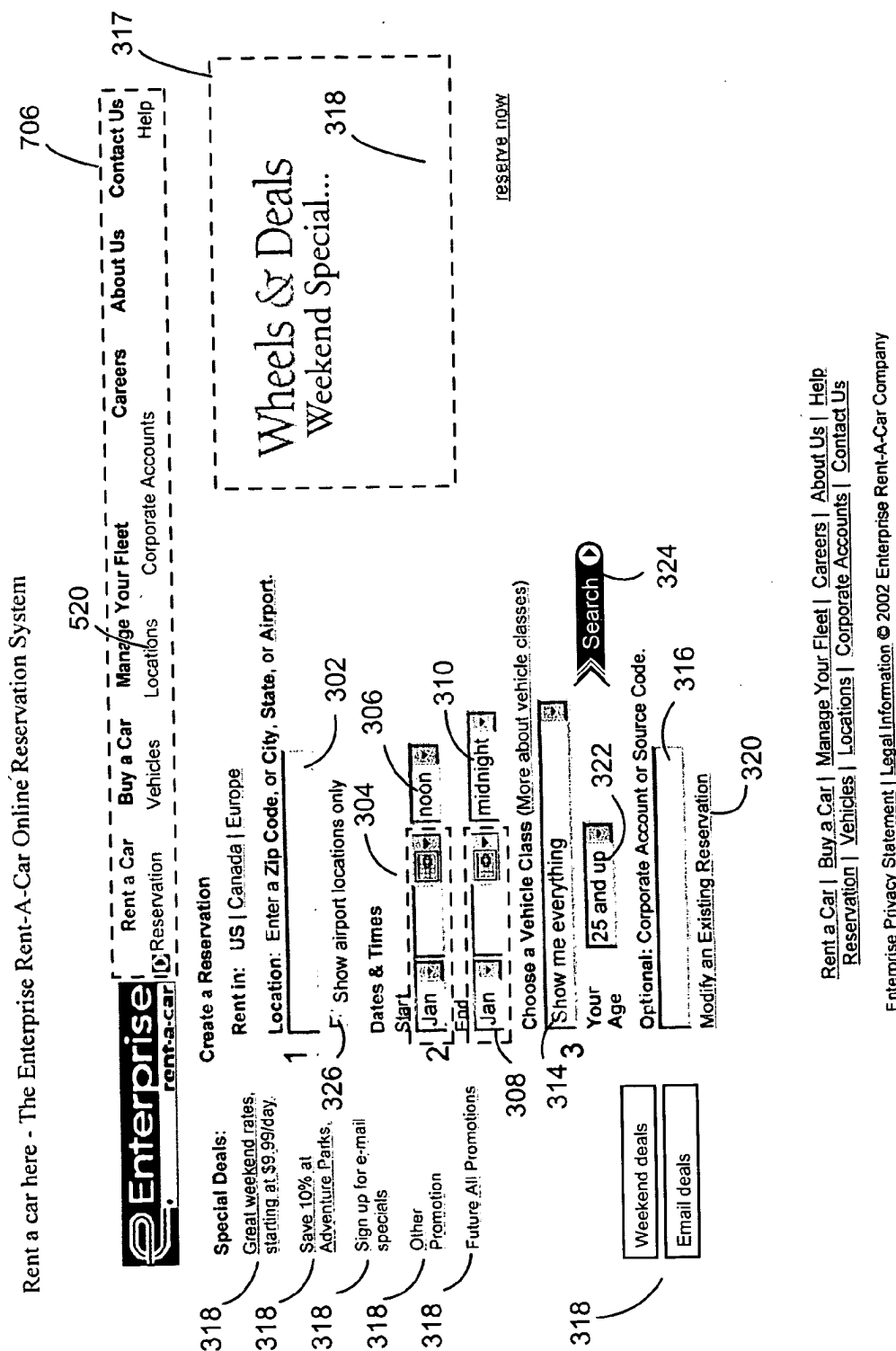


Figure 36



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



Your selections:	Pick a Location: 1 - 5 of 16 You searched: St. Louis	Locations: Previous 5 Next 5
Enterprise Location: (not yet chosen)	ST. LOUIS AIRPORT *ON-SITE*	Full-Size
Dates/Times: Start: OCT 19, 2001 @ 3:00 PM End: OCT 22, 2001 @ 11:30 PM	9802 NATURAL BRIDGE ROAD BERKELEY, MO 342 (view branch details)	Available
Vehicle Class: Full-Size Chevy Lumina Ford Taurus or similar	3701 SAINT CHARLES ROCK ROAD ST. LOUIS, MO 342 (view branch details)	Available
Renter Age: (not yet chosen)	9933 WATSON ROAD 342 ST. LOUIS, MO 342 (view branch details)	Location closed
Renter Information: (not yet chosen)	4927 SOUTH KINGSHIGHWAY ST. LOUIS, MO 342 (view branch details)	Sold Out
	4927 SOUTH KINGSHIGHWAY ST. LOUIS, MO 342 (view branch 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. 38(a)

		Rent a Car Buy a Car Manage Your Fleet Careers About Us Contact Us	
Reservation Vehicles Locations Corporate Accounts		Help	
Pick a Location: 1 - 5 of 44			
Your selections:		Locations: Next 5	
☒ 20% Complete		Location Status	
Enterprise Location: (not yet chosen)		Location: st. louis	
☒ Show airport locations for st. louis only		520	
Dates/Times: change Start: May 21, 2003 @ Noon End: May 22, 2003 @ Noon		1175 CAMP JACKSON CAHOKIA, IL (view branch details)	
Vehicle Class: (not yet chosen)		Sold Out	
Renter's Age: 25 and Up		Vehicles Available Select	
Renter's Information: (not yet entered)		Vehicles Available Select	
		Vehicles Available Select	
		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



Rent a Car **Buy a Car** **Manage Your Fleet**
Reservation Locations Vehicles Corporate Reservations

Careers **About Us** **Help**
My Profile Contact Us

344

Your selections:

change all

346

Progress Marker

Enterprise Location:
(not yet chosen)

348

Dates/Times:

Start: OCT 19, 2001 @ 3:00 PM

End: OCT 22, 2001 @ 11:30 PM

350

Vehicle Class:

Full-Size Chevy Lumina

Ford Taurus or similar

352

Renter Age:

(not yet chosen)

354

Renter Information:

(not yet chosen)

330

Pick a Location: 1 - 5 of 16

You searched: St. Louis

332

Location

338

ST. LOUIS AIRPORT *ON-SITE*

9802 NATURAL BRIDGE ROAD

BERKELEY, MO

(view branch details)

342

3701 LEMAY FERRY ROAD

ST. LOUIS, MO

(view branch details)

342

9933 WATSON ROAD

ST. LOUIS, MO

(view branch details)

342

4927 SOUTH KINGSHIGHWAY

ST. LOUIS, MO

(view branch details)

342

41541 SAINT CHARLES ROCK ROAD

ST. LOUIS, MO

(view branch details)

Full-Size

Available

Not Available

Location Closed

Sold Out

Call for Availability

1-800-xxx-xxxx

336

Locations: Previous 5 | Next 5

Select

Check Other Vehicles

View Business Hours?

340

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.

Our Pick-Up Policy:

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Fig. 40

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



[Rent a Car](#) [Buy a Car](#) [Manage Your Fleet](#) [Careers](#) [About Us](#) [Help](#)
[Reservation](#) [Locations](#) [Vehicles](#) [Corporate Reservations](#) [My Profile](#) [Contact Us](#)

Your selections:

Enterprise Location: 9803 west florissant st. louis, mo 63136-1481 (314) 524-7700 We'll Pick You Up! @ 360

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

Vehicle Class: (not yet chosen) 360

Renter Age: 25 years and older

Renter Information: (not yet chosen) 360

Pick a Vehicle: 5 of 6 Vehicle Classes to choose from.

Vehicle Class	Description	Price Quote	Show nearest locations
Economy	Chevrolet Metro or similar	\$19.99 a day \$135.39 Total see details	Select
Compact	Dodge Neon or similar	\$9.99 a day \$142.32 Total see details	Select
Intermediate	Chevrolet Cavalier, Pontiac Sunfire or similar	\$19.99 a day \$155.18 Total see details	Select
Standard	Pontiac Grand Am, Dodge Stratus or similar	SOLD OUT	View Locations for This Vehicle
Full Size	Chevy Lumina, Ford Taurus or similar	\$29.99 a day \$176.97 Total see details	Select
Premium	Pontiac Bonneville, Dodge Intrepid or similar	Call for Availability 1-800-xxx-xxxx	

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.

Our Pick-Up Policy:

Geographic restrictions may apply.

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Fig. 42

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



[Rent a Car](#)
[Reservation](#)

[Buy a Car](#)
[Vehicles](#)

[Manage Your Fleet](#)
[Locations](#)

[Corporate Accounts](#)
[Help](#)

Your selections:

Enterprise Location:
→ 9802 NATURAL BRIDGE
ROAD
BERKELEY, MO 63134-3513
364 (314) 427-7757

40% complete

Dates/Times:
Start: Jun 24, 2002 @ Noon
End: Jun 27, 2002 @ Noon

Vehicle Class:
(not yet chosen)

Renter's Age:
25 and Up

Renter's Information:
(not yet entered)

Pick a Vehicle: 8 of 9 Vehicle Classes to choose from.

Vehicle Class	Description	Price Quote
Economy	Chevy Metro or similar	\$33.95 / day \$118.81 Total see details
Compact	Dodge Neon or similar	\$35.95 / day \$125.81 Total see details
Intermediate	Chevy Cavalier, Pontiac Sunfire or similar	\$37.95 / day \$132.81 Total see details
Standard	Pontiac Grand Am, Dodge Stratus or similar	\$39.95 / day \$139.80 Total see details
Full Size	Pontiac Grand Prix, Ford Taurus or similar	\$41.95 / day \$146.81 Total see details
Premium	Pontiac Bonneville, Buick LeSabre or similar	\$59.95 / day \$209.80 Total see details
Luxury	Cadillac DeVille, Lincoln Towncar or similar	Not Available
Minivan	Dodge Caravan, Pontiac Montana or similar	\$69.95 / day \$244.79 Total see details
Sport Utility	Chevy Trailblazer, GMC Envoy or similar	\$89.95 / day \$314.79 Total see details

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[Reservation](#) | [Vehicles](#) | [Locations](#) | [Corporate Accounts](#) | [Help](#)

Fig. 43

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

[Rent a Car](#)
[Buy a Car](#)
[Manage Your Fleet](#)

[Reservations](#)
[Locations](#)
[Vehicles](#)
[Corporate Reservations](#)

[My Profile](#)
[Contact Us](#)

[Careers](#)
[About Us](#)
[Help](#)

344

Your selections:

60% complete

change

Enterprise Location:

9803 west florissant

st. louis, mo 63136-1481

(314) 524-7700

We'll Pick You Up! @

346

Dates/Times:

Start: OCT 19, 2001 @ 3:00 PM

End: OCT 22, 2001 @ 11:30 PM

348

Vehicle Class:

(not yet chosen)

350

Renter Age:

25 years and older

352

Renter Information:

(not yet chosen)

354

Vehicle Class:

(not yet chosen)

330

Restrictions

The details of the restrictions are currently not available. Please call (314) 863-6886 for full details.

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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Vehicle Details

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](#)

390

Your Dates and Times

Start: Oct 19, 2001, 3:00pm

End: Oct 19, 2001, 3:00pm

Price Quote

Vehicle Not Available

Fig. 45

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



[Rent a Car](#)
Reservation

[Buy a Car](#)
Locations

[Manage Your Fleet](#)
Vehicles

[Corporate Reservations](#)

[Careers](#)
My Profile

[About Us](#)
Contact Us

[Help](#)

344 Your selections:

346 Enterprise Location:

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

change

60% complete

348 Dates/Times:

Start: OCT 19, 2001 @ 3:00 PM

End: OCT 22, 2001 @ 11:30 PM

350 Vehicle Class:

(not yet chosen)

352 Renter Age:

25 years and older

354 Renter Information:

(not yet chosen)

400

Select your Vehicle

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](#)

402

4 of 5 vehicle classes to choose from

	370 \$19.99 / day \$135.39 Total see details Select
	372 \$21.99 / day \$142.32 Total see details Select
	376 \$24.99 / day \$155.18 Total see details Select
	380 SOLD OUT
	Call for Availability 1-800-xxx-xxxx

[Show nearest locations](#)

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. 46

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



Rent a Car

Reservation

Buy a Car

Locations

Manage Your Fleet

Vehicles

Corporate Reservations

Careers

About Us

Help

My Profile

Contact Us

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:

(not yet entered)

Enterprise Location Detail

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](#)

Vehicle Class selected: Full Size



360

Show All Vehicles

Chevrolet Lumina,

Ford Taurus or Similar

\$44.95 / day

\$256.99 total

See Vehicle and Pricing Details

372

410

Search and Continue

Show nearest locations

408

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



[Rent a Car](#)
[Reservation](#)
[Buy a Car](#)
[Manage Your Fleet](#)
[Carriers](#)
[About Us](#)
[Help](#)

--- Your selections: ---

Select your Vehicle

Show nearest locations

Enterprise Location: ST. LOUIS AIRPORT *ON SITE*,
9802 NATURAL BRIDGE RD.
(314) 427-7757

60% complete

Business Hours

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

400

370

201

4 of 5 vehicle classes to choose from



\$19.99 / day
\$135.39 Total
see details

Select


Compact

\$21.99 / day
\$142.32 Total
see details

Select



Intermediate

\$24.99 / day
\$155.18 Total
see details

Select



Standard

**SOLD
OUT**

 Full Size

**Call for
Availability
-800-xxx-xxxx**

Fig. 49

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

		Rent a Car Buy a Car Manage Your Fleet Careers About Us Help Reservation Locations Vehicles Corporate Reservations My Profile Contact Us
---	--	---

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)	

Please Enter Renter's Contact Information or Sign In. **420**

*Renter's Name:	First: Last
*Home Phone Number:	422
E-Mail:	424
(to send you a confirmation)	
*Credit Card Type:	Mastercard What about debit cards?
*Required fields 426	

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.

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

Continue

Fig. 50a

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

430

(for US and Canadian residents only) State/Province: Select 

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

[illegible]

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

Rent a Car

Buy a Car

Manage Your Fleet

Reservations

Locations

Vehicles

Corporate Reservations

Careers

About Us

Help

My Profile

Contact Us

344

Your selections:

change all

346

Enterprise Location:

Progress Marker

803 west florissant

st. louis, mo 63136-1481

(314) 524-7700

360

We'll Pick You Up @

360

change

348

Dates/Times:

Start: OCT 19, 2001 @ 3:00 PM

End: OCT 22, 2001 @ 11:30 PM

360

change

350

Vehicle Class:

360

change

352

Renter Age:

25 years and older

change

354

Renter Information:

John Smith

(505) 555-8732

jsmith@yahoo.com

360

change

330

Shuttle Information

LOCATED IN BAGGAGE CLAIM/MAIN

TERMINAL IF FLYING SOUTHWEST

AIRLINES, PLEASE CALL FOR

SHUTTLE PICK UP FROM COURTESY

PHONES LOCATED NEAR THE

BAGGAGE CLAIM AREA.

340

Verify your Information and Book your Rental.

Important Information

ALL DRIVERS MUST BE 21 YEARS

OF AGE OR OLDER. ALL DRIVERS

MUST HAVE A VALID U.S.,

CANADIAN, FOREIGN OR

INTERNATIONAL DRIVERS LICENSE.

ALL DRIVERS MUST BE 21 YEARS

OF AGE OR OLDER AND HAVE A

MAJOR CREDIT CARD IN THEIR

NAME.

Optional Protection Packages*

Collision Damage \$9.99/day (details)

Waiver

Supplemental \$9.99/day (details)

Liability Protection

Personal Accident \$9.99/day (details)

Insurance

Actual prices may vary depending on

the vehicle class that is selected.

342

Total Cost Estimate

For a 9 day rental of a

Full Size: (Chevy Lumina,

Ford Taurus, or similar.)

1 week @ \$215.74 \$215.74

1 day @ \$29.99 \$29.99

1 hour @ \$4.99 \$4.99

*Subtotal \$215.74

Surcharge \$10.00

Surcharge \$10.00

Surcharge \$15.00

Tax

Total Charges \$260.74

You Save \$20.00

Note: You'll get a total of 2000

miles free and will be charged .25

for each additional mile for the

entire rental.

*Additional surcharges, local taxes,

etc. may apply.

446

UPGRADE to PREMIUM

for only \$5.00 more per day.

442

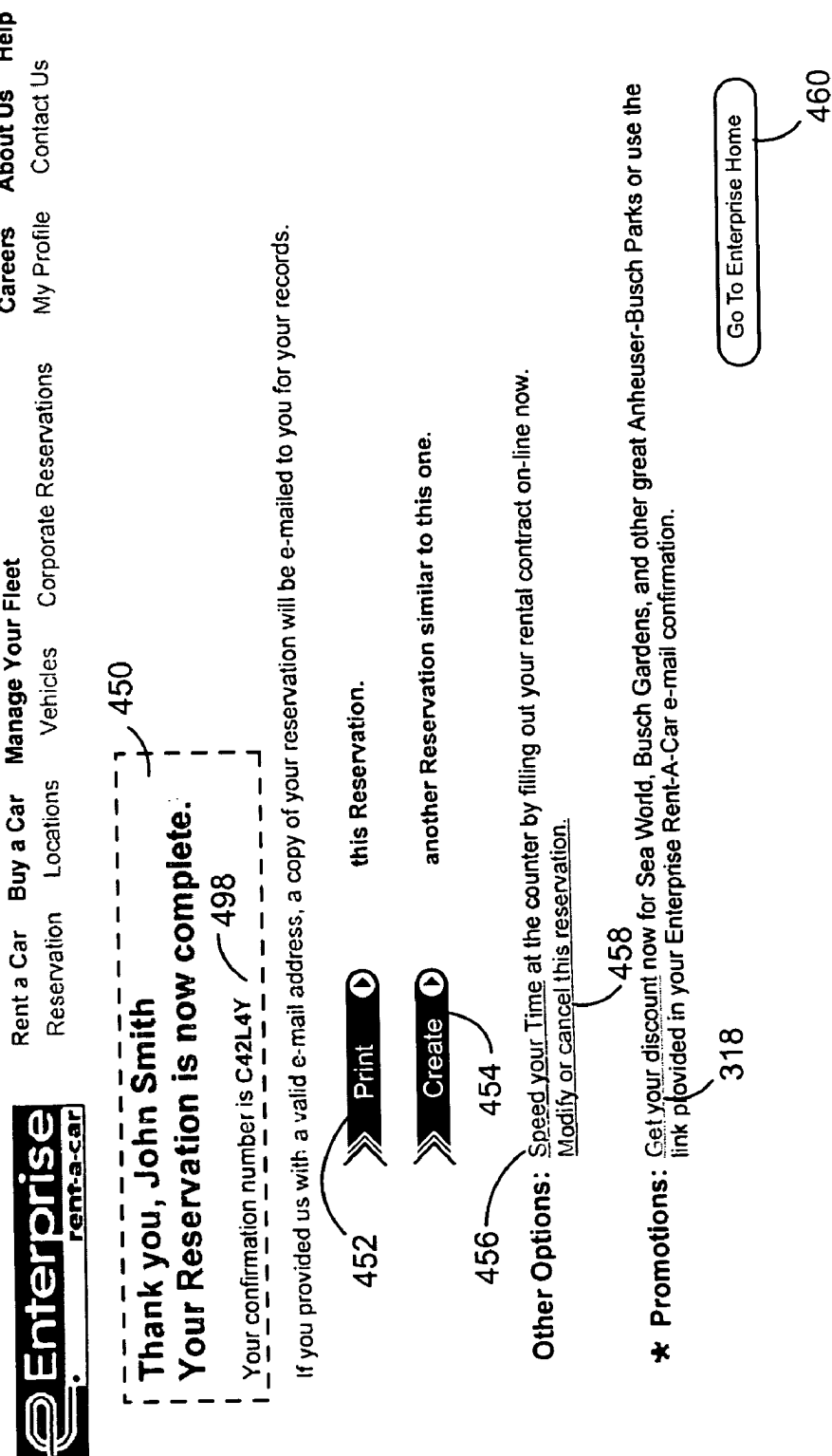
Book Now

444

Cancel Reservation

Fig. 52

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



[Rent a Car](#)
[Reservations](#)
[Locations](#)
[Buy a Car](#)
[Manage Your Fleet](#)
[Carriers](#)
[About Us](#)
[Help](#)

450

Thank you, John Smith
Your Reservation is now complete.

498

If you provided us with a valid e-mail address, a copy of your reservation will be e-mailed to you for your records.

452

Print

this Reservation.

Creat

another Reservation similar to this one.

456.

54

Countdown: Speed your Time at the counter by filling out your rental contract on-line now.

Speed your time at the scanner.
Modify or cancel this reservation.

458

*** Promotions:** Get your discount now for Sea World, Busch Gardens, and other great Anheuser-Busch Parks or use the link provided in your Enterprise Rent-A-Car e-mail confirmation.

318

Go To Enterprise Home

460

Fig. 53

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](#)
[Reservation](#) [Locations](#) [Vehicles](#) [Corporate Reservations](#) [My Profile](#) [Contact Us](#) [Careers](#) [About Us](#) [Help](#)

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:
(not yet chosen)

Change Time of Reservation

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](#)

★ 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

☒ The branch will be closed at 11:00pm

Start: [Oct] [19] [3:00pm]

The branch will be closed on Oct 22

End: [Oct] [22] [3:00pm]

>>> Update Time >

Show more locations

360

470

304

306

308

310

472

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](#)

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
Reservation Locations Vehicles Corporate Reservations My Profile Contact Us

Careers About Us Help

Your selections:

80% complete

Enterprise Location:

→ 9803 west florissant
st. louis, mo 63136-1481
(314) 524-7700

364

Dates/Times:

Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM

Vehicle Class:

Full-Size Chevy Lumina
Ford Taurus or similar

Renter Age:

25 years and older

Renter Information:

John Smith
(505) 555-8732
jsmith@yahoo.com

330

Change Time of Reservation

→ 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 AIRLINES, PLEASE CALL
FOR SHUTTLE PICK UP FROM COURTESY
PHONES LOCATED NEAR THE BAGGAGE CLAIM
AREA.

470

Show more locations

* 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 306

Start: [Oct 19] [3:00pm]

☒ Normal business day are
between Monday and Saturday

End: [Oct 22] [3:00pm]

308

>> Update Time >

472

Fig. 55

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

Change Your Age

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:

(not yet chosen)

Renter Age:change

25 years and older

Renter Information:

(not yet chosen)

Cancel No Changes

Apply Changes

480

330

Fig. 56

5/30/02

file:///Y:/GROUPS/IE-Com...rce%20Group/Creative%20Team/Enterprise.com%202_0/2.0/MAIN_changeYourAge.html

Enterprise Rent-A-Car

Enterprise
rent-a-car

[Rent a Car](#) | [Buy a Car](#) | [Manage Your Fleet](#) | [About Us](#) | [Contact Us](#)
[Reservations](#) | [Vehicles](#) | [Locations](#) | [Corporate Accounts](#) | [Help](#)

Create a Reservation

Rent In: [US](#) | [Canada](#) | [Europe](#)

Location: Enter a Zip Code, or City, State, or Airport.
Please specify the location where you want to rent a vehicle.

1 302

☐ Show airport locations only 306

Dates & Times 304

2 Start Jun 15 12:00 Noon 308

End Jun 16 12:00 Noon 314

3 Choose a Vehicle Class (More about vehicle classes) 324

Show me everything 322

Your Age 25 and Up 320

Optional: Corporate Account or Source Code.
 316

Modify an Existing Reservation

Rent a Car | Buy a Car | Manage Your Fleet | Cars | About Us | Contact Us
Reservations | Vehicles | Locations | Corporate Accounts | Help

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Fig. 57

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



[Rent a Car](#)
[Buy a Car](#)
[Manage Your Fleet](#)
[Careers](#)
[About Us](#)
[Help](#)

[Reservation](#)
[Locations](#)
[Vehicles](#)
[Corporate Reservations](#)
[My Profile](#)
[Contact Us](#)

Complimentary After-Hours Return Service

The time you selected to return your vehicle is outside of our business hours at:

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 30037

If you decide to return during business hours, please take your vehicle directly to the rental branch.

[change all](#)

PROGRESS PLACEHOLDER

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)

Change Time

360

Continue

492

Our Pick-Up Policy: 330

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:

Enterprise Location: 60% complete [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)

Our Apologies - We're Sold Out

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 18, 2002 @ noon
End date: MAY 17, 2002 @ noon

Only one location matched your search.
Searched: **Toronto in the US**
[Search for a new location](#)

Are you flexible with your dates?
[Try new dates](#)

[Go to Enterprise Home](#)

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.
[Back To Top](#)

Fig. 59

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

[illegible]

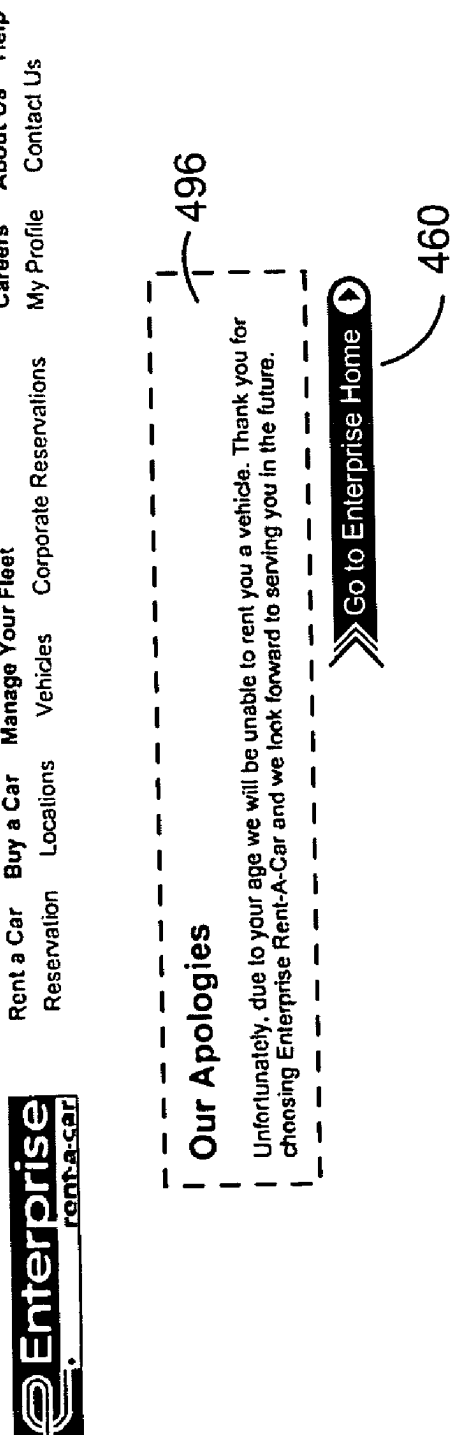


Fig. 61

Enterprise
rent-a-car

Rent a Car

Buy a Car

Manage Your Fleet

Reservations

Localities

Vehicles

Corporate Reservations

My Profile

Contact Us

Careers

About Us

Help

Cancel your reservation.

Your selections:change all

PROGRESS PLACEHOLDER

Enterprise Location:change

9803 west florissant

st. louis, mo 63136-1481

(314) 524-7700

Wait, 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

Are you sure you want to cancel?

No

Yes, Cancel

Our Pick-Up Policy: 330

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



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.

Location:
(Offer not valid at airport locations.)
St. Louis

☒ Dates & Times:
Start: (Friday after noon, 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.)
24

Change Selections

Continue Anyway

403

405

Rent A Car | Car Sales | Fleet Services | 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



Your selections:

80% Complete

Enterprise Location: [change](#)

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

Business Hours

Open

Monday 6:00am
Tuesday 6:00am
Wednesday 6:00am
Thursday 6:00am
Friday 6:00am
Saturday 6:00am
Sunday 6:00am

Close

11:00pm
11:00pm
11:00pm
11:00pm
11:00pm
11:00pm
11:00pm

Dates/Times:

Start: OCT 19, 2001 @ 3:00 PM
End: OCT 22, 2001 @ 11:30 PM

Vehicle Class:

(not yet chosen)

Renter Age:

25 years and older

Renter Information:

(not yet chosen)

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

Business Hours

Open

Monday 6:00am
Tuesday 6:00am
Wednesday 6:00am
Thursday 6:00am
Friday 6:00am
Saturday 6:00am
Sunday 6:00am

Close

11:00pm
11:00pm
11:00pm
11:00pm
11:00pm
11:00pm
11:00pm

Map [view map](#)

4 of 5 vehicle classes to choose from

 Economy	\$18.99 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	

[Show nearest locations](#)

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

 Rent a Car Buy a Car Manage Your Fleet Locations Corporate Accounts Help	
Your selections :	
 20% Complete Enterprise Location: (not yet chosen) Dates/Times: Start: May 21, 2003 @ Noon End: May 22, 2003 @ Noon Vehicle Class: (not yet chosen) Renter's Age: 25 and Up Renter's Information: (not yet entered)  ST. LOUIS AIRPORT (ON-SITE) BERKELEY, MO (view branch details)  SPRINT OF STL AIRPORT CHESHERFIELD, MO (view branch details) Vehicles Available  Vehicles Available 	
Pick a Location: 1 - 2 of 2	
Location: (city)	Location Status:

[Rent a Car](#) | [Buy a Car](#) | [Manage Your Fleet](#) | [Locations](#) | [Corporate Accounts](#) | [Help](#)
[Enterprise Privacy Statement](#) | [Legal Information](#) © 2003 Enterprise Rent-A-Car Company. Patent Pending

Figure 64



[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

United States
Canada
United Kingdom
Germany
Ireland

Germany and Ireland. You can find the rental location closest to where you need it. Please call the branch directly should you need to make a reservation. find the rental location closest to where you need it. Please call the branch directly should you need to make a reservation.

Fig. 65

[Rent a Car](#) | [Buy a Car](#) | [Manage Your Fleet](#) | [Careers](#) | [About Us](#) | [Contact Us](#)
[Reservation](#) | [Vehicles](#) | [Locations](#) | [Corporate Accounts](#) | [Help](#)

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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 You searched: New York New Search 532		Locations 1 - 5 of 18: Next 5					
City		State					
1502 FRANKLIN ST N.E.	526	528	WASHINGTON	DC	>Details and Map<		
408 ROUTE 1	526	528	NEWARK	NJ	>Details and Map<		
3750 LAS VEGAS BLVD SOUTH	526	528	LAS VEGAS	NV	>Details and Map<		
733 CENTRAL AVE.	526	528	ALBANY	NY	>Details and Map<		
4200 GENESEE ST-BUFFALO AIRPRT	526	528	BUFFALO	NY	>Details and Map<		
		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

		Rent a Car Reservation	Buy a Car Vehicles	Manage Your Fleet Locations	Careers Corporate Accounts	About Us	Contact Us Help																								
Enterprise Location Detail																															
Location	Search Again	Important Message			Show nearest locations																										
3750 LAS VEGAS BLVD SOUTH LAS VEGAS, NV 89109-4312 Telephone: (702) 734-3977		Make an online reservation at this location			State																										
Office Hours <table border="1"> <thead> <tr> <th></th> <th>Open</th> <th>Close</th> </tr> </thead> <tbody> <tr> <td>Monday</td> <td>7:30 am</td> <td>5:00 pm</td> </tr> <tr> <td>Tuesday</td> <td>7:30 am</td> <td>5:00 pm</td> </tr> <tr> <td>Wednesday</td> <td>7:30 am</td> <td>5:00 pm</td> </tr> <tr> <td>Thursday</td> <td>7:30 am</td> <td>5:00 pm</td> </tr> <tr> <td>Friday</td> <td>7:30 am</td> <td>5:00 pm</td> </tr> <tr> <td>Saturday</td> <td>7:30 am</td> <td>5:00 pm</td> </tr> <tr> <td>Sunday</td> <td>7:30 am</td> <td>5:00 pm</td> </tr> </tbody> </table>			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	Map view map					
	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](#)
[Reservation](#) | [Vehicles](#) | [Locations](#) | [Corporate Accounts](#) | [Help](#)

Fig. 67

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

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 Information	
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

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 Information	
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*

Values Sent by Business
Partner:

602

Example:

600

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 Information		
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

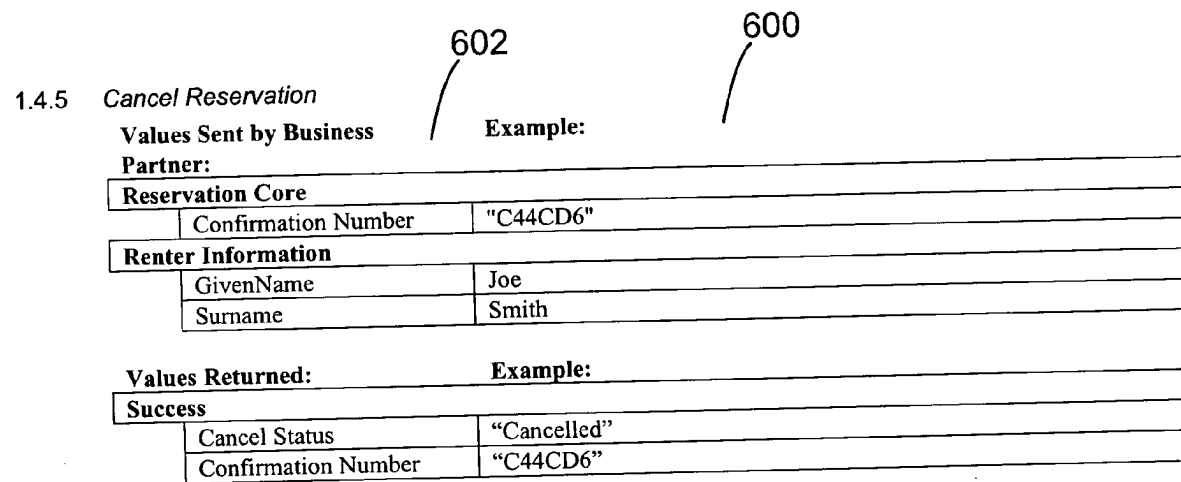


Fig. 72

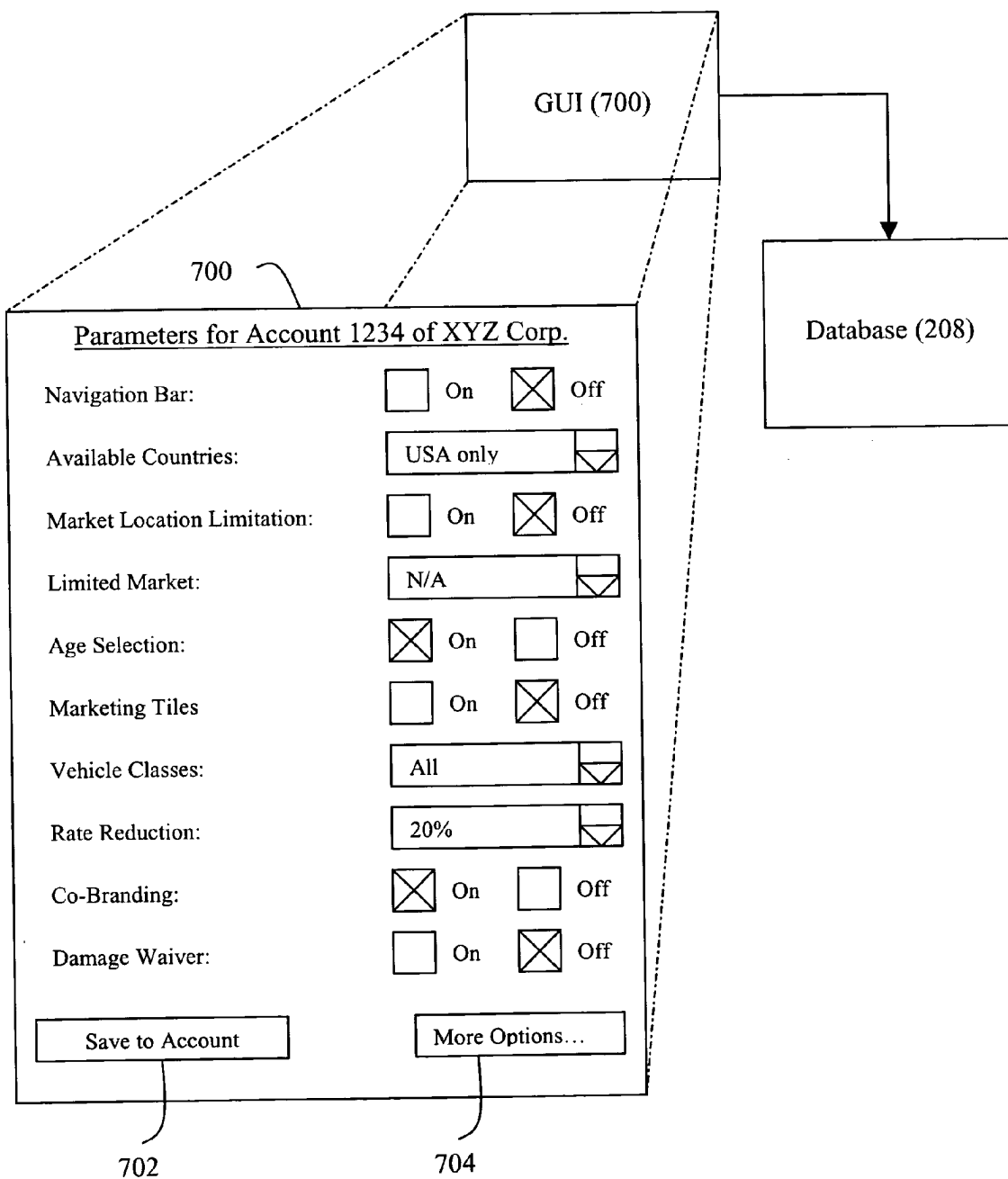


Fig. 73

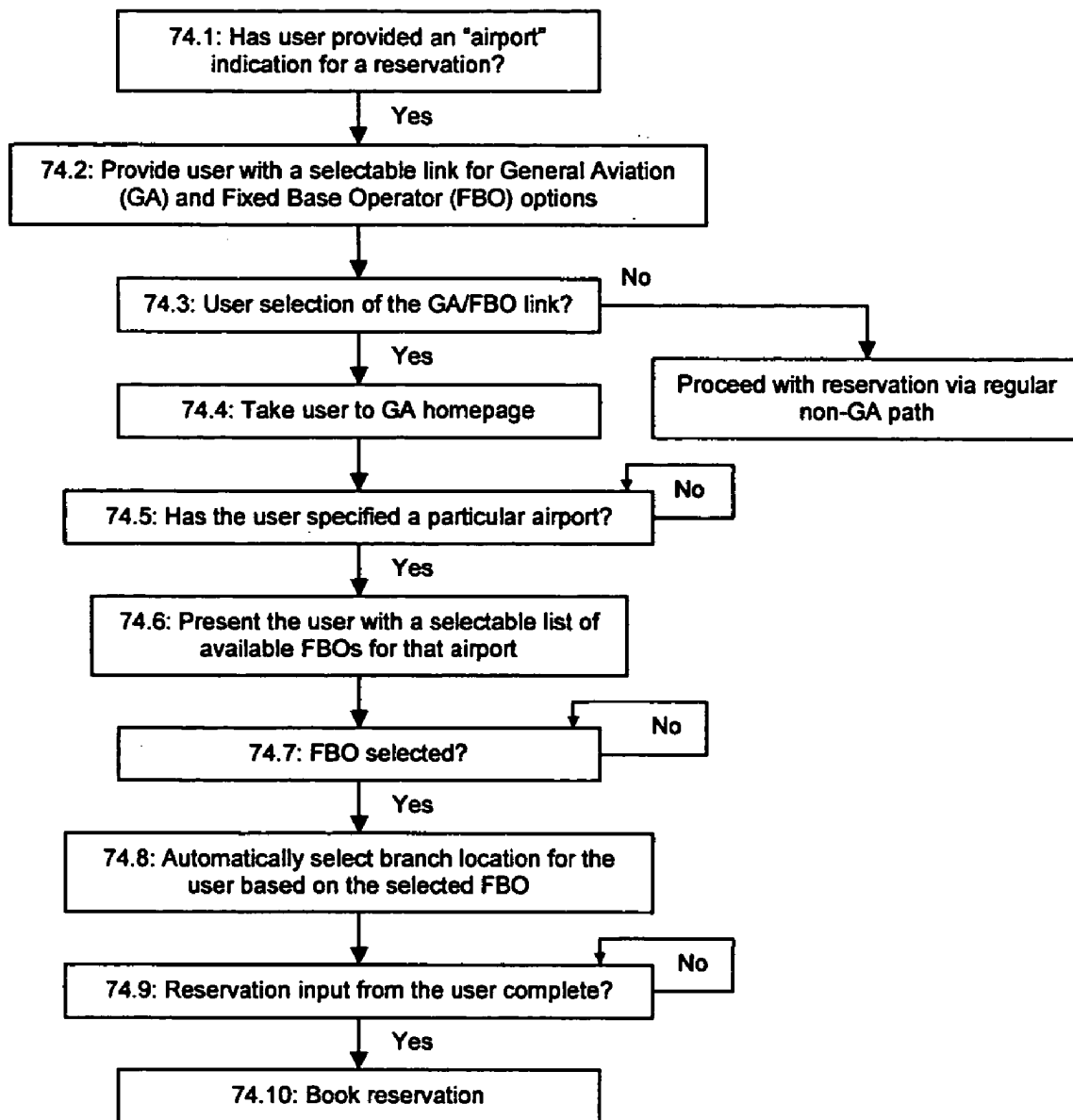
**Figure 74**

Figure 75(a)

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[Careers](#)
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[Contact Us](#)

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[Locations](#)
[Corporate Accounts](#)
[Help](#)

Looking for a quicker way to reserve?

[Learn more!](#)

[Login](#)

Your selections:

Enterprise Location: [change](#)
✚ SPIRIT OF STL AIRPORT
 18281 EDISON AVE.
 CHESTERFIELD, MO 63005-3714
 (636) 519-9080

Dates/Times: [change](#)
 Start: Nov 23, 2004 @ Noon
 End: Nov 24, 2004 @ Noon

Vehicle Class: [change](#)
 (not yet chosen)

Renter's Age: [change](#)
 25 and Up

Renter's 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.

Select your Vehicle

One location was found for you.

SPIRIT OF STL AIRPORT
 18281 EDISON AVE.
 CHESTERFIELD, MO 63005-3714
 (636) 519-9080

Business Hours (for the week of Nov. 22, 2004)

Day	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	Closed
Friday	7:30 am	6:00 pm
Saturday	Closed	Closed
Sunday	Closed	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 \$97.84 Total see details	Select

Figure 75(b)

 Rent a Car Buy a Car Manage Your Fleet Careers About Us Contact Us		Help																									
Reservations Vehicles Locations Corporate Accounts																											
Enterprise Location Details One location was found for stl: 22																											
 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) <table border="1"> <thead> <tr> <th></th> <th>Open</th> <th>Close</th> </tr> </thead> <tbody> <tr> <td>Monday</td> <td>6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Tuesday</td> <td>6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Wednesday</td> <td>6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Thursday</td> <td>6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Friday</td> <td>6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Saturday</td> <td>6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Sunday</td> <td>6:00 am</td> <td>11:00 pm</td> </tr> </tbody> </table>					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
	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																									
Vehicle Class selected: Intermediate  Chevy Cavalier, Pontiac Sunfire or similar Show All Vehicles		\$50.00 / day \$58.33 Total See Vehicle and Pricing Details																									
Select and Continue																											

Looking for a quicker way to reserve? Learn more!	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 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.	

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Pick a Location: 1 - 2 of 2

Location: st. louis

ST. LOUIS AIRPORT (ON-SITE)
BERKELEY, MO
(view branch details)

Vehicles Available

Select

SPIRIT OF STL AIRPORT
CHESIERFIELD, MO
(view branch details)

Vehicles Available

Select

Are you flying general aviation and need a BO service? GoToEnterprise.com/GA

Looking for a quicker way to reserve?
[Learn more!](#)

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.

7500

Figure 75(c)

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Choose a US Airport

US

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 Code

Flying general aviation?

close window

7500

Figure 75(d)

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

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rent-a-car

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Create a Car Rental Reservation

en français

Rent a car in: **US** Canada UK Ireland

Location: Enter an Airport Code

Dates & Times

Start	Nov 13	Noon ☒
End	Nov 14	Noon ☒

Choose a Car Rental Class ([More about Car Classes](#))

Show me everything

Your Age ☒

[Search](#)

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Figure 76

7606 / 7600

Choose a US Airport

78/96

window

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

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

Figure 77

Enterprise rent-a-car		Rent a Car Buy a Car Manage Your Fleet Careers About Us Contact Us Reservation Vehicles Locations Corporate Accounts Help	
Looking for a quicker way to reserve? Learn more!		FBOs: Next 2	
☒ 20% Complete		Pick an FBO: 1 - 5 of 7	
Your selections: Enterprise Location: (not yet chosen)		FBOs serviced at the airport	
FBO Selected: 1804 (not yet chosen)		Are you flying commercial aviation and need regular car rental services? Go to enterprise.com	
Dates/Times: Start: Nov 23, 2004 @ Noon End: Nov 24, 2004 @ Noon		Don't want to decide yet? 1802a	
Vehicle Class: (not yet chosen)		Aero Charter 1802b	
Renter's Age: 25 and Up		Executive Beechcraft 1802c	
Renter's Information: (not yet entered)		Jetcorp 1802d	
Would you like to start over?		330	
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.			

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Figure 78

900

— 7802c

P2087

330

9082

79029

-78026

Select

Select

Jetcorp

FBOs: Next 2

FBOs: Next 2

8087.

oil

7800

7710

Figure 79(b)

7904

7980

330

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[Reservations](#) | [Vehicles](#) | [Locations](#) | [Corporate Accounts](#) | [Help](#)

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Enterprise Location Details

✈ 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	Closed
Friday	7:30 am	6:00 pm
Saturday	Closed	Closed
Sunday	Closed	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

Chev Cavalier,
 Pontiac Sunfire or similar

Show All Vehicles

\$40.91 / day
 \$42.96 Total
[See Vehicle and Pricing Details](#)

Select and Continue

Looking for a quicker way to reserve?
[Learn more](#)

60% Complete

Your selections: **346** / **360** / **change**

Enterprise Location: **change**

✈ SPIRIT OF STL AIRPORT
 CHESTERFIELD, MO 63005-3714
 (636) 519-9080

FBO Selected: **7804** / **change**

Aero Charter: **change**

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: **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.

Enterprise
rent-a-car

Rent a Car Buy a Car Manage Your Fleet Careers About Us Contact Us
Reservation Vehicles Locations Corporate Accounts Help

Create a Car Rental Reservation

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](#)

Figure 8D(c)

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[Reservation](#) | [Vehicles](#) | [Locations](#) | [Corporate Accounts](#) | [Site Map](#) | [Help](#)

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[Corporate Accounts](#)

[Reservation](#)
[Vehicles](#)
[Locations](#)
[Corporate Accounts](#)
[Help](#)

Welcome John!
Not John? [click here](#)

Enter Password:

20% 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)

Renter's Age: 35 [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.

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[Buy a Car](#)
[Manage Your Fleet](#)
[Locations](#)
[Corporate Accounts](#)

[Reservation](#)
[Vehicles](#)
[Locations](#)
[Corporate Accounts](#)
[Help](#)

Pick a Location: 1 - 5 of 42

Location: St. Louis

Location: Status

Locations: Next 5

☒ 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 NAMEOOKI
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](#) | [Locations](#) | [Corporate Accounts](#) | [Site Map](#) | [Help](#)
[Reservation](#) | [Vehicles](#) | [Locations](#) | [Corporate Accounts](#) | [Site Map](#) | [Help](#)

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Figure 80(b)

Figure 806c

Enterprise Rent a Car Buy a Car Manage Your Fleet Careers About Us Contact Us Reservations Locations Corporate Accounts Help		
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: Start: Nov 26, 2004 @ Noon change End: Nov 27, 2004 @ Noon Vehicle Class: (not yet chosen) Renter's Age: 25 and Up 354 change Renter's Information: (not yet entered) Would you like to start over? 330		
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	 see details Chevy Aveo or similar	\$40.91 / day \$42.98 Total see details Select
Compact	 see details Dodge Neon or similar	\$42.77 / day \$44.91 Total see details Select
Intermediate	 see details Chevy Cavalier, Pontiac Sunfire or similar	\$44.63 / day \$46.86 Total see details Select
Standard	 see details Pontiac Grand Am Dodge Stratus or similar	\$46.49 / day \$48.61 Total see details Select
Full Size	 see details Pontiac Grand Prix, Ford Taurus or similar	\$50.21 / day \$52.72 Total see details Select
Premium	 see details Pontiac Bonneville Buick LeSabre or similar	\$60.44 / day \$63.46 Total see details Select
Luxury	 see details Cadillac DeVille, Lincoln Towncar or similar	Call (618) 337-6200 for Availability
Minivan	 see details Dodge Caravan Pontiac Montana or similar	\$92.99 / day \$97.64 Total see details Select
Sport Utility	 see details Chevy Trailblazer, GMC Envoy or similar	\$92.99 / day \$97.64 Total see details Select

Figure 80(d)

Enterprise Rent a Car Buy a Car Manage Your Fleet Locations Corporate Accounts Careers About Us Contact Us Help	
Welcome John! Not John? click here Enter Password: Login	
60% Complete Your selections: Enterprise Location: change 1175 CAMP JACKSON CAHOKIA, IL 62206-2228 (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 35+ 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.	
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!	
Bold text indicates required information. Renter's Name: First: John Last: Home Phone Number: (please include country code if applicable) E-Mail: (to send you a confirmation) Credit Card Type: Select a Credit Card Go 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. 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/Country: Zip/Postal Code:	

Figure 80(e)

Enterprise rent-a-car		Rent a Car Buy a Car Manage Your Fleet Locations Corporate Accounts Help																	
Welcome John! Not John? click here Enter Password: Login		Are you flying general aviation and need FBO services? Go To enterprise.com/GA																	
Enterprise Location Details One location was found for STL		Enterprise Location Details One location was found for STL																	
ST. LOUIS AIRPORT (ON-SITE) 9305 NATURAL BRIDGE RD BERKELEY, MO 63134-3144 (314) 427-7757		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) <table border="1"> <thead> <tr> <th>Open</th> <th>Close</th> </tr> </thead> <tbody> <tr> <td>Monday 6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Tuesday 6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Wednesday 6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Thursday 6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Friday 6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Saturday 6:00 am</td> <td>11:00 pm</td> </tr> <tr> <td>Sunday 6:00 am</td> <td>11:00 pm</td> </tr> </tbody> </table>		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	Vehicle Class selected: Full Size  Show All Vehicles Pontiac Grand Prix, Ford Taurus or similar	
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																		
Dates/Times: Start: Nov 27, 2004 @ Noon End: Nov 28, 2004 @ Noon Vehicle Class: Full Size		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.																	
Renter's Age: 25 and Up Renter's Information: (not yet entered)		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.																	
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.		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.																	
80% Complete		\$24.69 / day \$28.80 Total See Vehicle and Pricing Details																	
Select and Continue		Select and Continue																	

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[Reservation](#) | [Vehicles](#) | [Locations](#) | [Corporate Accounts](#) | [Site Map](#) | [Help](#)

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Figure 80(f)

		Rent a Car Buy a Car Manage Your Fleet Careers About Us Contact Us Help	
Reservation Vehicles Locations Corporate Accounts			
Welcome John! (If not John click here)		Locations: Next 5	
Logout		Location: St. Louis	
Your selections : Enterprise Location: (not yet chosen)		Location: Status	
Dates/Times: change Start: Nov 26, 2004 @ Noon End: Nov 27, 2004 @ Noon		☒ Show airport locations for St. Louis only	
Vehicle Class: (not yet chosen)		1175 CAMP JACKSON CAHOKIA, IL (view branch details)	
Renter's Age: 25 and Up		Vehicles Available Select	
Renter's Information: John Smith 5555555555 (view branch details)		590 LEWIS AND CLARK BOULEVARD EAST ALTON, IL (view branch details)	
Would you like to start over?		Vehicles Available Select	
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.		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	

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[Reservation](#) | [Vehicles](#) | [Locations](#) | [Corporate Accounts](#) | [Site Map](#) | [Help](#)

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Figure 81

330

Figure 82

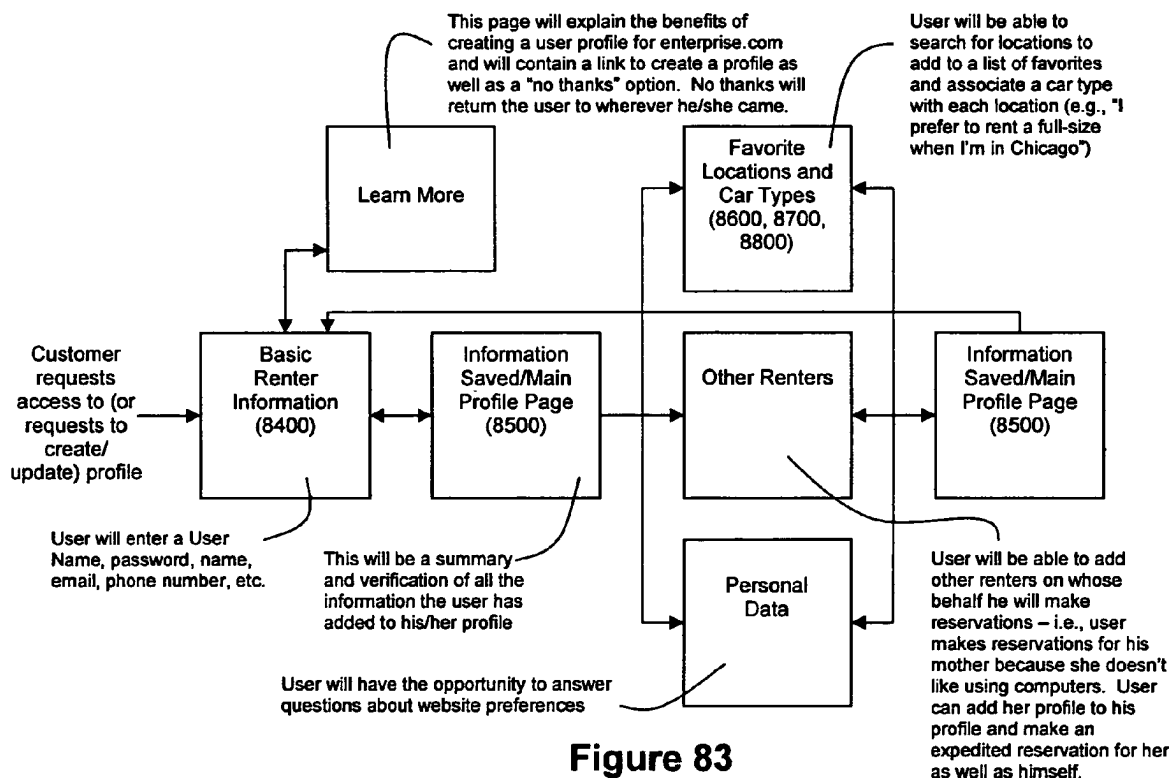


Figure 83

Enter Renter Information

Required fields are marked with an asterisk (*)

8410

Learn more about the benefits of a customer profile

***Renter's Name:** First Last

Renter's Address: Address 1

☐ Same as mine

Address 2

City State zip/postal code

Country

***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:**

☐ Same as mine

Other Things

Driver's License: Number State

Exp. Date / / Date of Birth / /

Renter's Employer:

Protection Package Preferences:

☐ Collision Damage Waiver

☐ Personal Accident Insurance

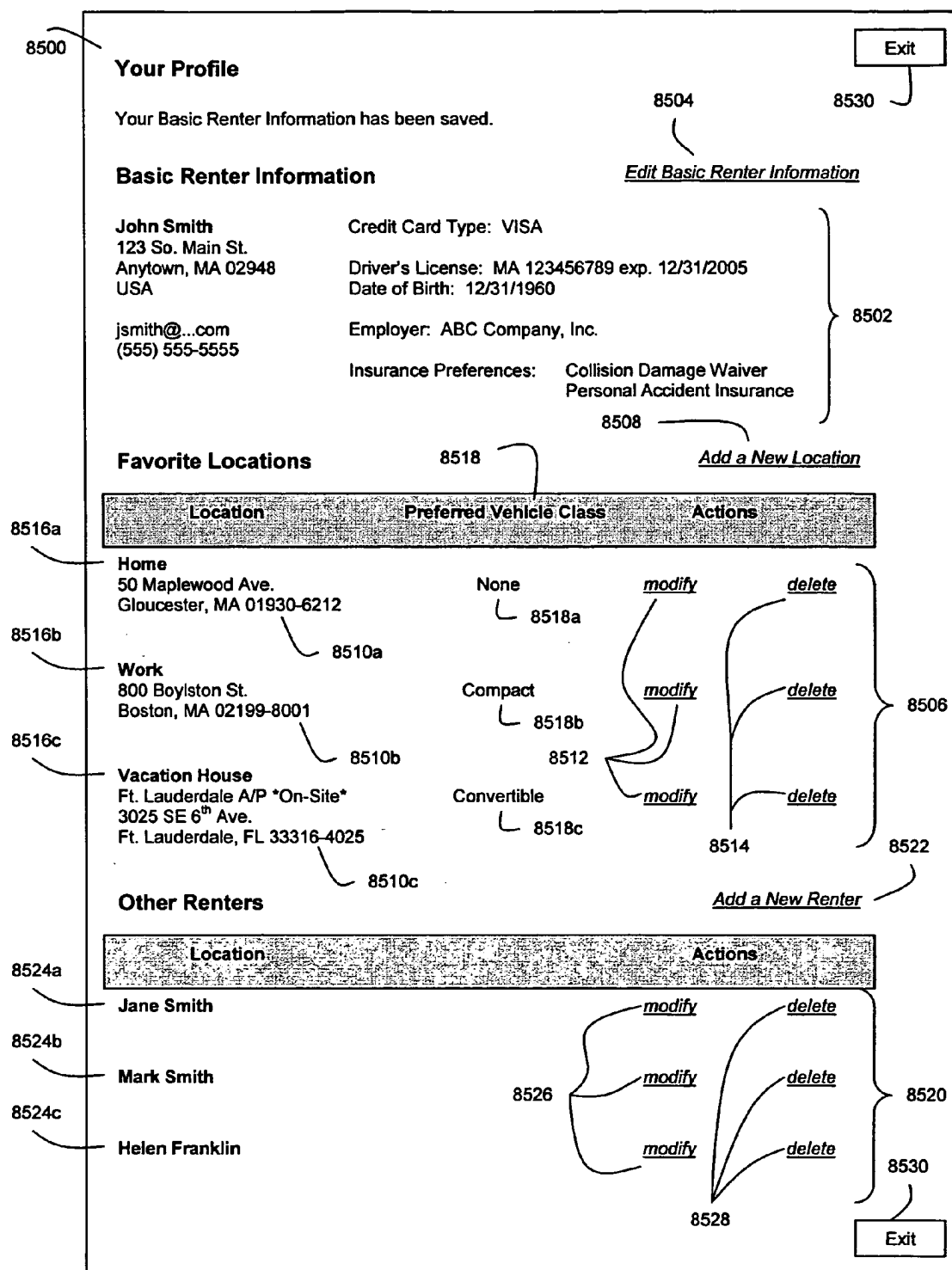
☐ Supplemental Liability Protection

8406

8402

8404

Figure 84



8600

Search for a Location

Enter a city & state, zip/postal code or airport code. ([need help finding an airport code?](#))

...

8602 8604

Figure 86

8700

Choose a Location

8702a Select 8706 Location 8708/8710 City/State 8712 View Map 8714 Alias/Nickname

8704 81 Rantoul St. Beverly, MA [Map](#) ...

8704 50 Maplewood Ave. Gloucester, MA [Map](#) ...

8702b

Select a Car Type: Economy (Geo Metro or similar) ☒ 8718

8716

8720 8722 8724

Can't Find It? Search Again.

...

8726 8728

Figure 87

8800

Modify Favorite Location Information 8802

800 Boylston St.
 Boston, MA 02199-8001
 Tel: (617) 453-9876

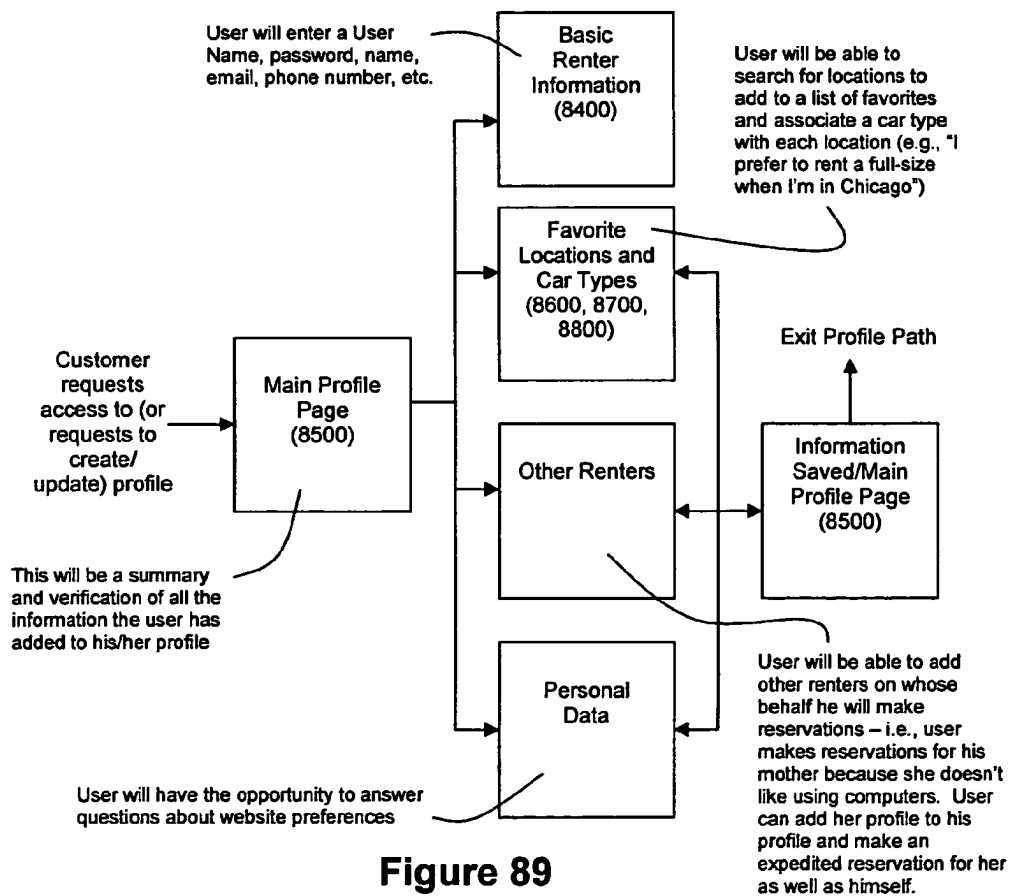
Location's Nickname: Work 8804

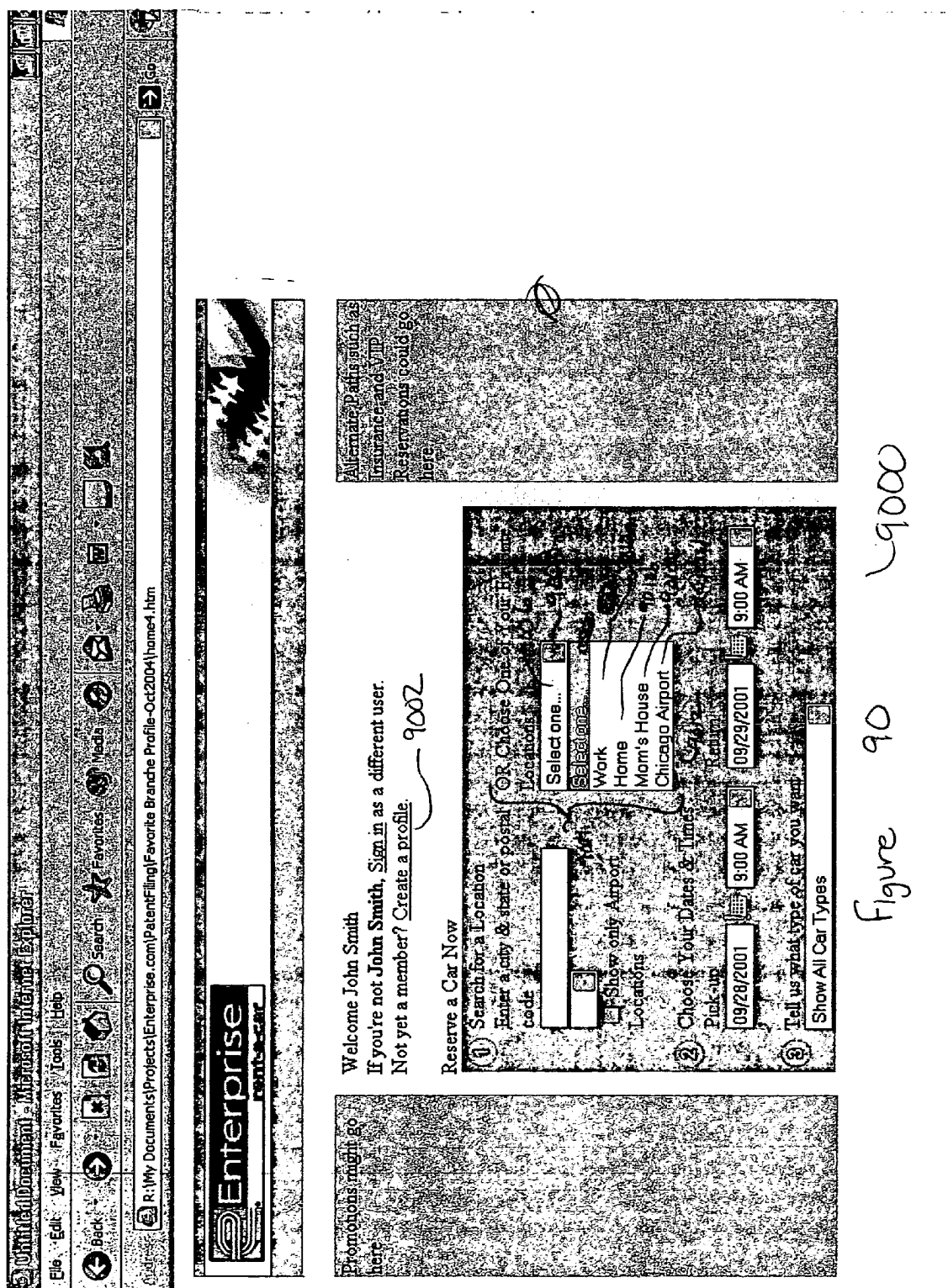
Vehicle Type for this Location: Economy 8808

Cancel Save Changes

8810

Figure 88





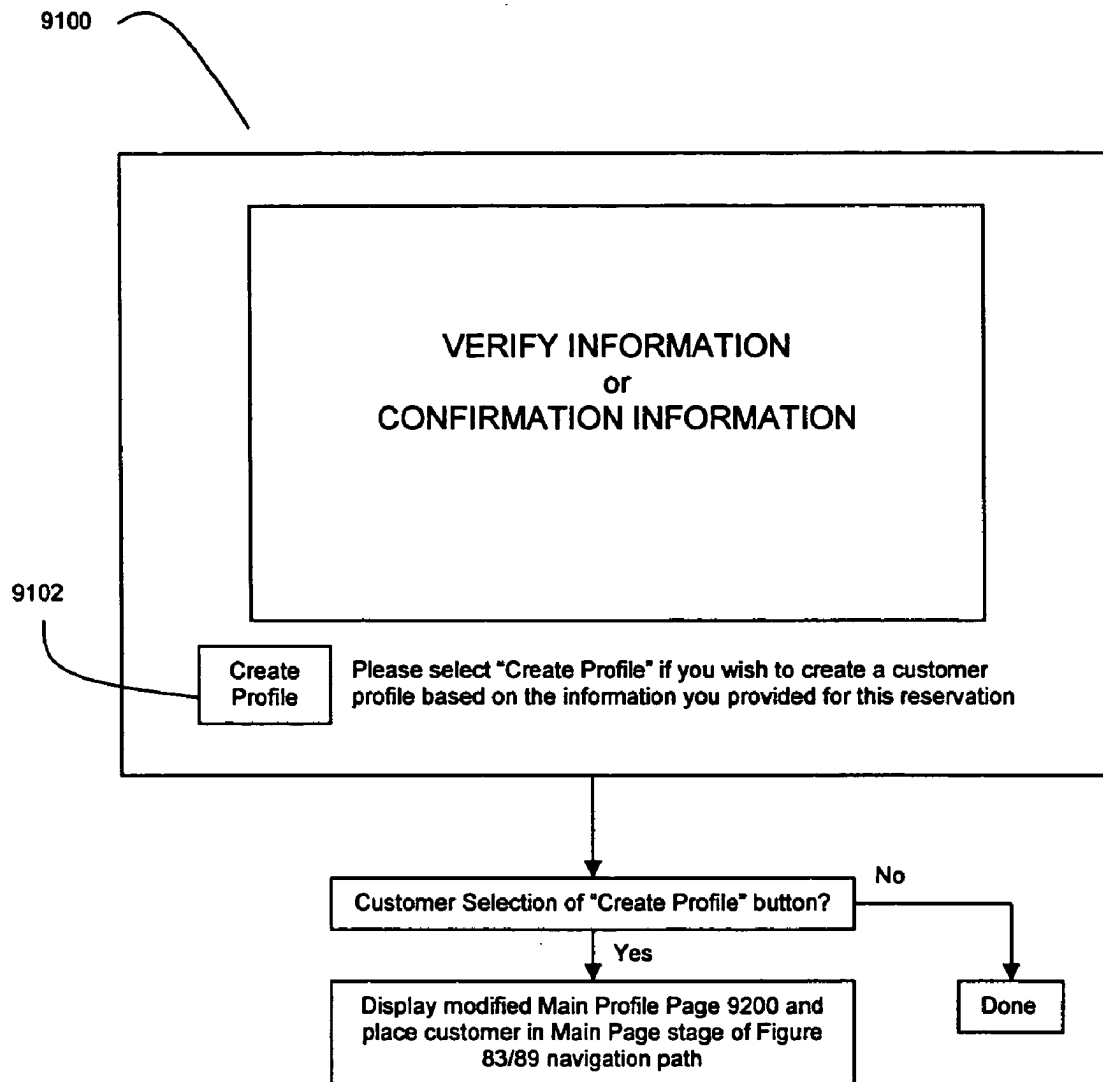


Figure 91

9200

Your Profile

Please review your profile information.

9202

Save and Exit

Cancel and Exit

8504

8530

Basic Renter Information

[Edit Basic Renter Information](#)

John Smith
123 So. Main St.
Anytown, MA 02948
USA

Credit Card Type: VISA

Driver's License: MA 123456789 exp. 12/31/2005
Date of Birth: 12/31/1960

jsmith@...com
(555) 555-5555

Employer: ABC Company, Inc.

Insurance Preferences: Collision Damage Waiver
Personal Accident Insurance

8502

8508

Favorite Locations

8518

[Add a New Location](#)

8516a

Location	Preferred Vehicle Class	Actions
<i>No Nickname Provided</i> 800 Boylston St. Boston, MA 02199-8001	Compact	modify delete

8510a

8518a

8512

8514

8506

8522

Other Renters

[Add a New Renter](#)

Location	Actions
<i>No Other Renters Provided</i>	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 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.

[0005] 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 flex-

ibility. 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.

[0006] 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 be 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).

[0007] 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.

[0008] 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 re-supply 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).

[0009] 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.

[0010] 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.

[0011] 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.

[0012] 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

[0013] 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.

[0014] 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.

[0015] 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.).

[0016] 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.

[0017] 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.

[0018] 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.

[0019] 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 promotional 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.

[0020] 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.

[0021] 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.

[0022] 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.

[0023] 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.

[0024] 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.

[0025] 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.

[0026] 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.

[0027] 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.

[0028] 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 reser-

vation 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.

[0029] 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).

[0030] 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

[0031] FIG. 1 illustrates a prior art technique by which a reservation booking website obtains reservation data from a customer;

[0032] FIG. 2 illustrates another prior art technique by which a reservation booking website obtains reservation data from a customer;

[0033] FIG. 3 illustrates yet another prior art technique by which a reservation booking website obtains reservation data from a customer;

[0034] 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;

[0035] FIG. 5 illustrates an overview of the reservation data gathering technique of the parent invention, wherein 3 types of reservation data are needed;

[0036] FIG. 6 illustrates a preferred architectural overview for the parent invention;

[0037] FIG. 7 illustrates the preferred automated reservation transaction processor in more detail;

[0038] FIG. 8 illustrates a preferred technique for how the parent invention processes data received from the customer;

[0039] FIGS. 9-12 illustrate various preferred navigational paths for the reservation booking process of the parent invention starting from the home page;

[0040] 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;

[0041] 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;

[0042] 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;

[0043] 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;

[0044] 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;

[0045] 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;

[0046] 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;

[0047] FIG. 27 illustrates a preferred navigational path for the reservation booking process of the parent invention starting from a reservation confirmation page;

[0048] 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;

[0049] 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;

[0050] 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;

[0051] FIG. 32 illustrates the promotional deep-linking aspect of the parent invention;

[0052] 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;

[0053] 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;

[0054] FIG. 35 illustrates the corporate account deep-linking aspect of the parent invention;

[0055] 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;

[0056] FIG. 37 is a screenshot of a preferred home page (H) for the parent invention;

[0057] FIGS. 38-41 are screenshots of preferred "choose location" pages (CL1-CL4) for the parent invention;

[0058] FIGS. 42-43 are screenshots of preferred "choose vehicle" pages (CV1-CV2) for the parent invention;

[0059] FIGS. 44-45 are screenshots of preferred "vehicle details" pages (VD1-VD2) for the parent invention;

[0060] FIGS. 46-49 are screenshots of preferred "branch details" pages (BD1-BD4) for the parent invention;

[0061] FIGS. 50(a)-50(b) are screenshots of a preferred "renter information" page (RI) for the parent invention;

[0062] FIGS. 51-52 are screenshots of preferred "verify" pages (V1-V2) for the parent invention;

[0063] FIG. 53 is a screenshot of a preferred "confirmation" page (Conf) for the parent invention;

[0064] FIGS. 54-55 are screenshots of preferred "change time" pages (ChT1-ChT2) for the parent invention;

[0065] FIG. 56 is a screenshot of a preferred "change age" page (ChA) for the parent invention;

[0066] FIG. 57 is a screenshot of a preferred "stripped down home page" page (SH) for the parent invention

[0067] FIG. 58 is a screenshot of a preferred "after hours" page (AH) for the parent invention;

[0068] FIGS. 59-61 are screenshots of preferred "apology" pages (APOL1-APOL5) for the parent invention;

[0069] FIG. 62 is a screenshot of a preferred "cancel reservation" page (Cancel) for the parent invention;

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

[0071] FIG. 63(b) is a screenshot of a preferred "corporate account parameters notice" page (Notice) for the parent invention;

[0072] FIG. 64 is a screenshot of a choose location page, wherein the list of available branch locations has been restricted to airport branch locations;

[0073] FIG. 65 is a screenshot of a branch location search page;

[0074] 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;

[0075] 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;

[0076] FIG. 68 illustrates a preferred format for a "get rates" web service request and response;

[0077] FIGS. 69(a) and (b) illustrate a preferred format for a "create reservation" web service request and response;

[0078] FIG. 70 illustrates a preferred format for a "get reservation" web service request and response;

[0079] FIGS. 71(a) and (b) illustrate a preferred format for a "modify reservation" web service request and response;

[0080] FIG. 72 illustrates a preferred format for a "cancel reservation" web service request and response;

[0081] FIG. 73 illustrates a preferred GUI for defining the parameters of an account or promotional offer;

[0082] 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;

[0083] FIGS. 75(a)-(d) illustrate preferred pages that include a GA/FBO link;

[0084] FIG. 76 illustrates a preferred GA/FBO homepage;

[0085] FIG. 77 depicts a window for identifying the airport codes for all airports in the U.S., including GA airports;

[0086] FIG. 78 depicts a preferred "Choose FBO" page;

[0087] FIG. 79(a) depicts a preferred "Choose Vehicle" page within the GA path;

[0088] FIG. 79(b) depicts a preferred "Branch Details" page within the GA path;

[0089] FIGS. 80(a)-(f) depict various preferred pages that include a customer profile log in section;

[0090] FIG. 81 depicts a preferred "Choose Location" page wherein the customer has already logged into his/her customer profile;

[0091] FIG. 82 depicts an alternate customer profile log in section;

[0092] FIG. 83 illustrates a preferred navigational flow for managing a customer profile;

[0093] FIG. 84 depicts a preferred page for customer entry of basic renter information for a customer profile;

[0094] FIG. 85 depicts a preferred "Main Profile" page for managing a customer profile;

[0095] FIG. 86 depicts a preferred branch location search page for use in managing a customer profile;

[0096] FIG. 87 depicts a preferred "Choose Favorite Branch Location" page;

[0097] FIG. 88 depicts a preferred modify favorite location page;

[0098] FIG. 89 illustrates an alternate preferred navigational flow for managing a customer profile;

[0099] FIG. 90 depicts a preferred homepage that includes a favorite branch location selection section;

[0100] 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

[0101] 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

[0102] 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.

[0103] 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.

[0104] 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.

[0105] 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.

[0106] 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.

[0107] **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**.

[0108] 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**.

[0109] **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 reservation 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.

[0110] 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.

[0111] 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.

[0112] **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 date 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.

[0113] 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).

[0114] 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.

[0115] 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.

[0116] 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.

[0117] Upon receipt of the data 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).

[0118] 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.

[0119] 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 reservation 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.

[0120] 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.

[0121] 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.

[0122] 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.

[0123] 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 hyper-

links, 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.

[0124] 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.

[0125] 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.

[0126] 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.

[0127] 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.

[0128] 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.

[0129] 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 APOL3 (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 CL1 (if a vehicle type has been selected, see **FIG. 38(a)**), or page CL2 (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”.

[0130] 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 BD2 (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 APOL3 (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 BD1 (see **FIG. 46**) or BD4 (see **FIG. 49**) depending upon whether the branch is designated an airport branch. BD1 and BD4 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 APOLL (see **FIG. 59**) or APOL2 (see **FIG. 60**) depending upon whether the branch is an airport branch. APOLL will provide the customer with a link outside the summary section (to be described below) that allows the customer to change branch locations. APOL2 preferably does not provide such a link outside the summary section. Both APOLL and APOL2 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 APOLL (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 BD1 (see **FIG. 46**) or BD4 (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.

[0131] 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 CL1 (see FIG. 38) or CL2 (see FIG. 39) which list the locations available for selection based on the submitted data.

[0132] 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 CL3 and CL4, 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.

[0133] 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.

[0134] FIGS. 14 and 15 illustrate the navigational flow from the “choose location” pages CL1-CL4. An exemplary screenshot of CL1 is shown in FIG. 38(a). Referring to FIG. 38(a), CL1 lists a plurality of branch locations 332 that meet the zip code criterion provided by the customer. Because CL1 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, CL1 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).

[0135] 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/prev 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 CL1 page is redisplayed with the next 5 or previous 5 branch listings.

[0136] Another feature of the parent invention that can be seen on the CL1 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.

[0137] 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.

[0138] 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.

[0139] FIG. 40 illustrates CL3 which closely matches CL1, 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

CL1 or CL3—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.

[0140] 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.

[0141] FIG. 14 illustrates the navigational path starting from either CL1 or CL3. 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 ChT2, described in more detail below). At step 14.6, a VD1 page (see FIG. 44) is displayed which notifies the customer of important vehicle information such as base rate and total rental cost.

[0142] 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.

[0143] Another selection possibility from CL1 or CL3 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 BD2 or BD3 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.

[0144] Other selection possibilities from CL1 or CL3 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 CL1 and CL3 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 (CV1) (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.

[0145] FIG. 15 illustrates the navigational path starting from CL2 or CL4. An exemplary screenshot for CL2 is shown in FIG. 39, and an exemplary screenshot for CL4 is shown in FIG. 41. Like CL1, CL2 includes column 334 because CL2 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.

[0146] CL4, shown in FIG. 41, is highly similar to CL2 except column 334 (distance of branch from zip code) is not shown because no zip code was entered by the customer when reaching CL4. Like CL2, CL4 includes a branch status column 362.

[0147] FIG. 15 illustrates a navigational path for the parent invention starting from either page CL2 or CL4. 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 VD1 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.

[0148] 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 CV1 and CV2 are shown in **FIGS. 42 and 43** respectively—the only difference being that CV1 corresponds to a reservation where the selected branch is not an airport branch and CV2 corresponds to a reservation where the selected branch is an airport branch. Both CV1 and CV2 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.

[0149] 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 (CL1 or CL3). CV1 and CV2 also both include summary section 330.

[0150] **FIGS. 18 and 19** illustrate the navigational paths starting from the pages VD1 and VD2 respectively. **FIGS. 44 and 45** illustrate examples of “vehicle details” screenshots for VD1 and VD2 respectively. Referring to **FIG. 44**, VD1 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. VD1 also includes a summary section 330.

[0151] VD2 includes a listing 390 of vehicle details for a vehicle that is unavailable for selection. VD2 is typically reached when link 392 or 396 of VD1 is selected and calls up a vehicle class that is unavailable. VD2 also preferably includes summary section 330.

[0152] **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 BD1 is shown in **FIG. 46**. BD1 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, BD1 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. BD1 also includes a summary section 330. BD4, shown in **FIG. 49**, closely corresponds to BD1, with the exception that the selected branch is an airport branch, and as such, the information in listing 400 is preferably slightly different.

[0153] An exemplary BD2 screenshot is shown in **FIG. 47**. BD2 is reached when a vehicle has already been selected. As such, BD2 includes a “selected vehicle information” listing 408 which is similar to a miniature VD1 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. BD2 also includes a summary section 330. BD3, shown in **FIG. 48**, closely corresponds to BD2 with the exception that the selected branch is an airport branch, and as such, the information in listing 400 is slightly different.

[0154] **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.

[0155] **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 a non-airport version (V1) and an airport version (V2) respectively of the “verify” page. Both V1 and V2 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 V1 and V2 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.

[0156] 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.

[0157] 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 ChT1 page is shown in FIG. 54. ChT1 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.

[0158] An exemplary ChT2 page is shown in FIG. 55. ChT2 is highly similar to ChT1 except ChT2 is reached when the selected branch is an airport branch. Also, ChT2 preferably does not include a “show more locations” link 360.

[0159] 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?).

[0160] 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.

[0161] FIGS. 59-61 are exemplary screen shots for apology conditions. APOL1, 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). APOL1 also includes summary section 330.

[0162] APOL2, shown in FIG. 60, closely tracks APOL1 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).

[0163] Also, APOL3, shown in FIG. 61, listing 496 notifies the customer that age restricts him/her from vehicle rental. Link 460 is a “return home” link.

[0164] FIG. 62 illustrates an exemplary “reservation cancellation” page (Cancel) that includes “cancel” link 498, “don’t cancel” link 500, and summary section 330.

[0165] 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.

[0166] 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.

[0167] 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.

[0168] 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.

[0169] 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.

[0170] 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.

[0171] 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.

[0172] 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.

[0173] 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.

[0174] 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.):

[0175] 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).

[0176] 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.

[0177] 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:

http://www.enterprise.com/car_rental/deep-linkmap.do?BID=X&cust=12345&gpbr=abc

[0178] 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.

[0179] 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.

[0180] 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).

[0181] 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.)

[0182] 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).

[0183] 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.

[0184] 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.

[0185] 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).

[0186] 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”.

[0187] 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.

[0188] 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.

[0189] 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.

[0190] Other Renters section 8520 preferably displays a list of one or more other people (e.g., 8524a, 8524b, 8524c, . . .) 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.

[0191] Favorite Locations section 8506 preferably displays a list of one or more branch locations (8510a, 8510b, 8510c, . . .) 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.

[0192] An alias or nickname 8516 is preferably displayed for each listed favorite branch location 8510. In the example of FIG. 85, the alias 8516a for favorite branch location 8510a is “Home”. The alias 8516b for favorite branch location 8510b is “Work”, and the alias 8516c for favorite branch location 8510c is “Vacation House”.

[0193] 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” 8518a for “Home” branch location 8516a. However, a “Compact” vehicle class is the associated “preferred vehicle class” 8518b for “Work” branch location 8516b, and a “Convertible” vehicle class is the associated “preferred vehicle class” 8518c for “Vacation House” branch location 8516c. 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.

[0194] 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.

[0195] The Choose Favorite Branch Location page 8700 preferably lists a plurality of branch locations 8702a, 8702b, . . . 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**.

[0196] 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.

[0197] “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.

[0198] 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.

[0199] 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.

[0200] 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.

[0201] 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 **9010a**, **9010b**, . . . 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.

[0202] 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.

[0203] 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.

[0204] 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.

[0205] 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.

[0206] 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.

[0207] 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.

[0208] 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.

[0209] 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.

[0210] 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.

[0211] 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.

[**0212**] 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.

[**0213**] 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.

[**0214**] 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.

[**0215**] 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.

[**0216**] 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.

[**0217**] 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 FIG. 75(d) to allow the customer to access the GA/FBO functionality.

[**0218**] 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**.

[**0219**] 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.

[0220] **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.

[0221] 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 **7802a**, **7802b**, . . . 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.

[0222] 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.

[0223] 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.

[0224] After step **74.8**, the pages of **FIGS. 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.

[0225] 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).

[0226] 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.

[0227] 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).

[0228] 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.

[0229] 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.

[0230] 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.

[0231] 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. 50a 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.

[0232] 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.

[0233] 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.

[0234] 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.

[0235] 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.

[0236] 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.

[0237] 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.

[0238] 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.

[0239] 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 reservation 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.

[0240] 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. An apparatus for creating a reservation for a rental vehicle, the apparatus comprising:

a server accessible over a network to a user computer, the server being configured to (1) book a rental vehicle reservation for a customer in response to data received from the user computer, wherein the received data comprises data that indicates the customer will be traveling via general aviation (GA), and (2) automatically select a rental vehicle branch location for the reservation based at least in part upon the received GA data.

2. The apparatus of claim 1 wherein the received GA data comprises an identification of a fixed based operator (FBO) service corresponding to travel plans of the customer.

3. The apparatus of claim 2 wherein the server is in communication with a database, the database storing data that associates each of a plurality of FBO services with a rental vehicle branch location, and wherein the server is further configured to automatically select the rental vehicle

branch location for the reservation by accessing the database to determine the associated rental vehicle branch location corresponding to the received FBO service identification.

4. The apparatus of claim 3 wherein the rental vehicle branch locations are associated with FBO services in the database at least partially on the basis of which rental vehicle branch locations are geographically closest to the FBO services.

5. The apparatus of claim 3 wherein the FBO service corresponding to the received FBO service identification has a rental vehicle pricing rate arrangement with a rental vehicle service provider corresponding to the reservation, and wherein the server is further configured to automatically select a pricing rate for the customer's reservation at least in part based upon the pricing rate arrangement with the FBO service corresponding to the received FBO service identification.

6. A method of creating a rental vehicle reservation for a customer, the method comprising:

receiving an indication over a network from a user computer that the customer is traveling via general aviation (GA);

providing a page for display on the user computer, the page being configured to allow data input via the user computer corresponding to an identification of an airport to which the customer is traveling via GA;

responsive to data input from the user computer corresponding to the airport identification, providing another page for display on the user computer, the another page being configured to allow data input via the user computer corresponding to a selection of a fixed base operator (FBO) service available at the identified airport; and

responsive to the data input from the user computer corresponding to the FBO service selection, automatically selecting a rental vehicle branch location for the rental vehicle reservation based at least in part upon the FBO service selection.

7. The method of claim 6 wherein the another page is further configured to display a list of FBO services available at the identified airport.

8. The method of claim 7 further comprising:

receiving data input from the user computer comprising a selection of an FBO service from the list.

9. The method of claim 8 wherein the automatically selecting step comprises automatically selecting the rental vehicle branch location for the reservation based on a predetermined association between the selected FBO service and the automatically selected rental vehicle branch location.

10. The method of claim 9 wherein the predetermined association is based at least in part upon geographical proximity.

11. The method of claim 9 wherein the GA indication receiving step comprises receiving input from the user computer indicative of a selection of a link on a reservation booking website specific to GA travelers.

12. The method of claim 9 further comprising:

automatically selecting a price for the customer's reservation based at least in part upon a predetermined pricing arrangement with the selected FBO service.

13. The method of claim 9 further comprising:

displaying a link on the user computer that is selectable by the user to change the automatically selected rental vehicle branch location to a different rental vehicle branch location.

14. A method of implementing a reservation booking website, the website comprising a plurality of pages for display on a user computer, the plurality of pages for interacting with a user of the user computer to create a rental vehicle reservation, the method comprising:

providing a general aviation (GA) rental vehicle reservation creation path within the reservation booking website for customers whose rental vehicle needs are based upon plans to travel via GA, and

providing a commercial aviation rental vehicle reservation creation path within a reservation booking website for customers whose rental vehicle needs are based upon plans to travel via commercial aviation.

15. The method of claim 14 further comprising providing a link on a page within the website, the link being selectable by the user to indicate that the customer's rental vehicle need is based at least partially on a plan by the customer to travel via general aviation (GA), wherein user selection of the link is effective to place the user on the GA rental vehicle reservation creation path.

16. The method of claim 1 wherein the GA rental vehicle reservation creation path providing step includes providing a page for display on the user computer, wherein the page includes a link selectable by the user to change the user's path to the commercial aviation rental vehicle reservation creation path.

17. A method of creating a rental vehicle reservation for a customer, the rental vehicle reservation comprising rental vehicle reservation data corresponding to a plurality of reservation data types, the method comprising:

interacting with a user computer via a reservation booking website to create a rental vehicle reservation for the customer, wherein the interacting step comprises (1) receiving data from the user computer that identifies a fixed base operator (FBO) corresponding to a travel plan of the customer, and (2) automatically setting reservation data for at least one of the reservation data types at least partially on the basis of the identified FBO.

18. The method of claim 17 wherein the automatically set reservation data comprises an identification of a rental vehicle branch location for the rental vehicle reservation.

19. The method of claim 17 wherein the automatically set reservation data comprises an identification of a price for the rental vehicle reservation.

20. A method of creating a reservation for a customer, the method comprising:

interacting with a user computer via a reservation booking website to create a reservation for the customer, wherein the interacting step comprises (1) receiving data from the user computer that identifies a general aviation (GA) travel plan of the customer, and (2) providing a page for display on the user computer that is responsive to the GA travel plan.

21. The method of claim 20 wherein the reservation comprises a rental vehicle reservation.

22. The method of claim 21 wherein the page that is responsive to the GA travel plan is configured to display at least one suggested branch location for the rental vehicle reservation, wherein the at least one suggested branch location that is displayed on the page is determined from a plurality of branch locations based at least in part upon the received data that identifies the customer's GA travel plan.

23. A method of implementing a rental vehicle reservation booking website, the reservation booking website comprising a plurality of pages for display on a user computer that are configured to interact with a user of the user computer to create a rental vehicle reservation for a customer, the user computer being in communication with the reservation booking website via a network, wherein the customer has an associated customer profile stored with the reservation booking website, wherein access to the customer profile requires user entry of at least a password associated with that customer profile, the customer profile comprising rental vehicle reservation data for the customer, the method comprising:

on a plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile, providing a field thereon for user entry of a customer profile password and a selectable link to log into the customer profile associated with the entered password if that password is correct for that profile.

24. The method of claim 23 wherein access to the customer profile further requires user entry of a user name associated with the customer profile, the method further comprising:

on the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile, providing a field thereon for user entry of a user name for the customer profile that the user wishes to log into.

25. The method of claim 23 wherein access to the customer profile further requires user entry of a user name associated with the customer profile, the method further comprising:

recognizing a user computer associated with a return user; and on the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile, providing thereon a message that identifies the return user associated with the recognized user computer.

26. The method of claim 25 wherein the recognizing step comprises recognizing the user computer via a cookie stored on the user computer, and wherein the message identifies the user name associated with a customer profile previously accessed from that user computer.

27. The method of claim 24 wherein at least one of the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile comprises a choose vehicle page.

28. The method of claim 27 wherein at least one of the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and

when the user has not yet logged into a customer profile comprises a renter information page.

29. The method of claim 24 wherein at least one of the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile comprises a renter information page.

30. The method of claim 24 wherein at least one of the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile comprises a choose location page.

31. The method of claim 24 wherein the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile comprise all of the pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile.

32. The method of claim 23 wherein at least one of the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile comprises a choose vehicle page.

33. The method of claim 32 wherein at least one of the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile comprises a renter information page.

34. The method of claim 23 wherein at least one of the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile comprises a renter information page.

35. The method of claim 23 wherein at least one of the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile comprises a choose location page.

36. The method of claim 23 wherein the plurality of pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile comprise all of the pages that are displayed on the user computer after a start page of the reservation booking website and when the user has not yet logged into a customer profile.

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

providing a customer profile associated with a customer for use by a user to expedite the user's booking of a rental vehicle reservation with the reservation booking website; and

storing an identification of a preferred branch location for rental vehicle reservations in the customer's profile.

38. The method of claim 37 further comprising:

receiving the identification of the preferred branch location for the customer profile as input from the user computer.

39. The method of claim 38 wherein the rental vehicle reservation comprises an identification of a branch location where a rental vehicle is to be reserved, the method further comprising:

storing a user-specified alias for the preferred branch location in the customer's profile; and

responsive to the user accessing the customer profile to expedite the booking of a rental vehicle reservation, providing a page for display on the user computer, the page being configured to present a selectable option to choose the profile's preferred branch location as the branch location where the rental vehicle is to be reserved, wherein the page is further configured to identify the profile's preferred branch location by the stored alias.

40. The method of claim 37 wherein the rental vehicle reservation comprises an identification of a branch location where a rental vehicle is to be reserved, the method further comprising:

storing a plurality of identifications for a plurality of preferred branch locations in the customer's profile

responsive to the user accessing the customer profile to expedite the booking of a rental vehicle reservation, providing a page for display on the user computer, the page being configured to present a menu comprising a plurality of selectable options from which the user can choose the branch location where the rental vehicle is to be reserved, wherein the selectable options comprise the plurality of preferred branch locations from the customer's profile.

41. The method of claim 40 further comprising:

storing an alias for each of the preferred branch locations in the customer's profile; and

wherein the page is further configured to identify the preferred branch locations on the menu by each preferred branch location's alias.

42. The method of claim 37 further comprising:

associating a preferred vehicle type with the customer profile's preferred branch location; and

storing the associated preferred vehicle type in the customer profile.

43. The method of claim 42 wherein the associated vehicle type is user-specified.

44. The method of claim 42 further comprising:

automatically determining the associated vehicle type for the preferred branch location from a previous rental vehicle reservation by that customer at the preferred branch location.

45. The method of claim 37 further comprising:

automatically creating the customer profile using previously-entered rental vehicle reservation data for that customer.

46. A method of creating a rental vehicle reservation for a customer via a reservation booking website, the reservation booking website comprising a plurality of pages for display on a user computer, the user computer being in communication with the reservation booking website via a network, wherein the customer has an associated customer profile stored with the reservation booking website, wherein

the customer profile comprises an identification of at least one preferred branch location for a rental vehicle reservation, the method comprising:

on a page of the reservation booking website that is configured to allow a user of the user computer to select a branch location for the rental vehicle reservation, providing a field for user selection of a preferred branch location from the customer profile.

47. A method of claim 46 wherein the page on which the preferred branch location field is provided is further configured to display the preferred branch location from the retrieved customer profile, the method further comprising:

retrieving the customer profile associated with a customer for whom a reservation is to be created via the reservation booking website; and

responsive to user selection of the displayed preferred branch location, setting the displayed preferred branch location as the branch location at which a rental vehicle is to be reserved.

48. A method of creating a rental vehicle reservation for a customer via a reservation booking website, the reservation booking website comprising a plurality of pages for display on a user computer, the user computer being in communication with the reservation booking website via a network, wherein the customer has an associated customer profile stored with the reservation booking website, the rental vehicle reservation comprising an identification of a branch location at which a rental vehicle is to be reserved on behalf of the customer, the profile comprising an identification of a preferred branch location at which a rental vehicle is to be reserved on behalf of the customer, the method comprising:

retrieving the customer profile associated with a customer who visits the reservation booking website via a user computer; and automatically setting the preferred branch location from the retrieved customer profile as the branch location at which a rental vehicle is to be reserved.

49. A method of facilitating a user's ability to manage a customer profile, the customer profile for use with a reservation booking website to expedite a creation of a rental vehicle reservation by a user, the method comprising:

providing a page for display on a user computer, the page being configured to allow the user to identify a preferred branch location for rental vehicle reservations; and

responsive to input received from the user computer corresponding to an identification of the customer's

preferred branch location for rental vehicle reservations, storing the identified preferred branch location in the customer profile.

50. The method of claim 49 further comprising:

providing a page for display on the user computer that is configured to allow the user to identify a preferred vehicle type for rental vehicle reservations, the identified preferred vehicle type to be associated with the preferred branch location; and

responsive to input received from the user computer corresponding to an identification of the customer's associated preferred vehicle type for rental vehicle reservations at the preferred branch location, storing the identified preferred vehicle type in the customer profile.

51. The method of claim 49 further comprising:

providing a page for display on the user computer that is configured to allow the user to identify an alias for the preferred branch location; and

responsive to input received from the user computer corresponding to an identification of the alias, storing the identified alias in the customer profile.

52. A method of managing a customer profile for expediting a booking by a user of a rental vehicle reservation with a reservation booking website, the reservation booking website being in communication with a user computer over a network, the method comprising:

responsive to user interaction with the reservation booking website via the user computer, providing at least one member selected from the group consisting of a confirmation page, a verify page, a renter information page, and a summary section within a page of the reservation booking website for display on the user computer, the selected at least one member including an item selectable by the user to store reservation data from a rental vehicle reservation for a customer in a customer profile associated with that customer; and

responsive to user selection of the item, storing the reservation data from the rental vehicle reservation in a customer profile associated with that customer.

53. The method of claim 52 further comprising:

responsive to customer selection of the link, creating a customer profile for the customer if the customer does not have a pre-existing customer profile.

54. The method of claim 52 wherein the at least one selected member is the verify page.

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