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RENT A WRECK
used car rental and leasing

August 19, 2009

I am writing this as the Marketing and Communications Director for Rent-A-Wreck, the used car rental company. However I am not nominating one of our franchisees for this honor, although many of them certainly deserve. Instead I would like to nominate the 4 person IT powerhouse that has helped grow our companies Internet business by 90% this summer, almost single handedly rescuing our company from the grips of the recession.

NCSc developed a new way for us to connect to travel websites like Kayak.com and Sidestep.com using XML technology for data exchange that allowed our rates and vehicles to be displayed alongside those of our competitors. This type of system was previously only available to our larger, corporate owned competitors. The impact has been tremendous – our franchisees are often the most affordable in their market place, but they lacked the awareness and marketing budget needed to make themselves available to customers on web sites like Kayak and Sidestep that aggregate results.

Business that was once out of reach to our franchise owners, who are all small business owners themselves, is now within their reach. Budget conscious customers around the country are choosing Rent-A-Wreck on travel related web sites, and the net increases in internet reservation +90% and through our corporate call center + 57% have been phenomenal, especially considering that most of the country is still digging out of a significant economic downturn.

NCSc is a proof that great things come in small packages. Their Management Team (Carl Bly, Cheri Bly, David Menis and Marina Kolomytsev) collaborates on projects. It is great to work with IT people that have a small business mentality, and I truly consider them to be partners and almost like family to our company. Their office is head quartered in downtown Baltimore, MD, a place where many similar businesses have left because of crime and for other reasons.

We are proud to be supported by NCSc and they have contributed greatly to a renewed Rent-A-Wreck by helping to level the playing field between us and our competitors with their technology. The team at NCSc is an inspiration to me because they demonstrate the power of hope, creativity and determination and affirmed that in America, the little guy still has a chance to achieve big things! I hope you will consider NCSc for the Shine a Light spotlight!

Sincerely,



Jason Manelli
Director of Marketing
Rent-A-Wreck of America, Inc.