

# Revolution™ Solutions

## Product Presentation

# Express Internet Technologies

**We live and breathe the on-line rental industry.**

*"At Express Internet Technologies, our mantra is to serve both the rental company and the renter."*

Stanley Levy, President

Whether you rent cars, recreational vehicles, motor boats or limousines, ExpressITech has the products and services to help your business make more money on the Internet. There is no company with more experience serving this sector anywhere in the world.

Read on and discover how we can help you carve out a well-earned piece of the exploding on-line reservations market.

*“An idea is salvation  
by imagination.”*

Frank Lloyd Wright



**Revolution™ is the innovative engine that powers Express ITech's core product solutions.**

## How Revolution™ Works For You

**Put simply, the power of the Revolution™ Reservation System on CarRentalExpress.com, on your own website or one we create for you, will bring you more reservations. Activate our full Revolution™ Package and watch your conversion rate increase, your on-line traffic climb and your market share expand. It is the most intuitive, sophisticated and powerful reservation system available to independent car rental agencies in the world.**

**CRX:** Revolution™ is the reservation system that has powered online rentals at CarRentalExpress.com, or CRX, for a decade. With over 250,00 unique visitors per month, we've processed hundreds of thousands of vehicle reservations efficiently and reliably for the world's Independent car rental agencies. CRX enables the Independents to compete with, and beat, the majors, nationally and internationally. You pay only a small flat fee, and a low fee for booked reservations.

**Rental Center:** Revolution™ has the best online rental center in the world -- bar none. In four easy steps, a visitor moves through their itinerary, vehicle selection, minimal personal data (that you define), and real-time confirmation. Total pricing is shown at every step on the way. The system is geared to maximize the conversion of visitors into renters.

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## How Revolution™ Works For You (cont'd)

**The Revolution Manager™:** Our user interface is the most modern, flexible, and powerful system configuration tool in the business. It has form and icon based pages that allow updates to your vehicle inventory and rental rates from any browser, anywhere.

**Revolution™ Private-Label Website:** Once your vehicle inventory is up on CRX through Revolution Manager™, it is effortless to move the powerful Rental Center capability to your private Website. We will Host your Website and set up Revolution™ at no cost. Revolution™ has been designed to integrate seamlessly with your logo and website templates. Use them both! Revolution™ on CarRentalExpress.com, and in Private-Label form on your Website.

**Website Development and Internet Marketing Services:** To maximize your online impact, we can build a you a Website, designed specifically to attract and convert shoppers into renters. Market your new website with our Search Engine Optimization (SEO), Pay Per Click (PPC) AdWords, and eMail campaign services. We understand this business know what potential renters want and need to see in their search for a rental vehicle on-line. If we build it, they will come!

## Revolution™ Solutions

*“If you wish to prosper, let your customer prosper... when that lesson is learned... everyone will seek his welfare, in the general welfare.”*

**Frederic Bastiat**



- Revolution™ Reservation System
- eMail Marketing
- Automatic Rate Monitoring
- Revolution™ Distribution Networks
- Pro Image Gallery by eVox
- Website Development
- Internet Marketing
- Free eMail Support

- Maximize renter conversions
- Show total pricing @ each step
- Import RMS data
- free + frequent new feature releases
- Access CRX and Distribution Network Instantly
- Console for easy website integration
- Perfect solution for small companies to large franchises
- Completely customizable and flexible to show all options
- Modern form + icon interface
- Fair pricing, aggressively lower than most competitors

## Revolution™ Reservation System

These powerful and comprehensive reservation system modules are available for use at your private Website for as little \$100 per month and \$1 per reservation after the first 100.

Sign up here: <http://www.expressitech.com/reservation-system/pricing/>

### Core Modules

The Core Revolution™ system is composed of 5 modules that handle all aspects of your data.

- Rental Policies
- Vehicles
- Specials or Coupons
- Locations
- Rental Center
- e-Mail Marketing

### Pro Modules:

Core Module's + Pro's easy-to-use promotional + partner modules are designed to cater to business clientele.

- Vehicle Sales
- Affiliate Programs
- Custom Partner Links
- Travel Agent Input
- Insurance Replacement Module
- Corporate Module

## Revolution™ Distribution Network

The Revolution™ Reservation System powers the network that exposes your company to global renters, allowing them to browse your rental fleet, get rate quotes, and ultimately book reservations.



**Car Rental Express (CRX):** powered by our Revolution™ Reservation System, is a central reservation website founded by ExpressITech in 1999. Since then it has delivered hundreds of thousands of reservations per year to its Affiliate Agencies. CRX has:

- ▶ Proven online reservation technology - Revolution™
- ▶ 1,500 city pages in N. America and across the globe
- ▶ 250,00 unique visitors per month
- ▶ The most effective online Rental Center in the business, to maximize conversion of visitors into renters.

You pay only a low flat fee and for reservations actually made.

**Sign up at:** <http://www.expressitech.com/revolution-distribution-network/crx/>



**Kayak.com:** Kayak is a travel-specific search engine that is taking the tourism industry by storm. It helps online vacation planners find the perfect car rental, flight or hotel. Kayak searches inventory from thousands of travel-specific operators like you, every day.

**NexTag.com:** Coming Soon!

## Website Development

ExpressITech's design team know how to differentiate your web site from the competition. We have been building reservation websites since 1999 and have the expertise to create a persuasive user experience. Our sites bring comprehensive information to renters and lead to higher bookings.

Site design includes search engine optimization (SEO) principles upfront, that can be expanded later. We can incorporate your existing brand and visual effects or create an entirely new logo and appearance. The home page conveys your image, allows easy navigation, and quick rate quotes. There are comprehensive rates and reservation pages, vehicle fleet, locations, specials and travel pages, to meet all of the renters needs, and instill confidence in their bookings. We so confident of your success we'll even offer you **FREE** hosting!

Have a look at a few of our website creations:

<http://www.supercheapcar.com/>

<http://www.mayfairrentacar.com/>

<http://actioncarrental.com/>

**Call us for a FREE assessment and review of your existing website!**

*“Encouraging Web visitors to make a reservation relates directly to your well developed, and interactive web-site. By building this trust and rapport, visitors will willingly convert into renters.”*

Paul Allison - Website Development Professional

## Internet Marketing

**Now more than ever, a presence on the internet is critical for your success. Express ITech can provide a custom quote for your internet marketing requirements.**

*“With a long term commitment and wise investments in SEO, a small independent car rental agency can dramatically increase traffic to their website.”*

**Paul Allison - Internet Marketing Specialist**

### ➔ **Search Engine Optimization (SEO)**

ExpressITech optimizes site design to produce better search engine results and the best possible page rank for your site. Careful site placement of popular and relevant keywords draws more qualified traffic. Longer-term buildout can continue to improve your page rank.

### ➔ **eMail Marketing Campaigns**

Take advantage of the thousands of customer e-mail addresses that you accumulate over time through ExpressITech's co-branded eMail marketing campaigns, using Constant Contact™. Export from Revolution™ into Constant Contact™ is easy (or we can do it for you). Services include copy writing, templates, and campaign management.


### ➔ **Pay-Per-Click (PPC)**

It takes a lot of experience to produce the most effective Google AdWords and Yahoo Search programs for your advertising dollar. Express ITech has that experience and knows how to purchase targeted keywords that bring a qualified stream of visitors to your site.

### ➔ **Site Persuasion Architecture**

Is a process we use to plan persuasive elements of a Web site. It is the organization of the buying and selling processes married to information flow. The focus is on persuading visitors to take action on your site -- to reserve a vehicle.

# The Complete Revolution™ Reservation System Package

- #1 Bring your vehicle inventory to to the world with     **KAYAK™**  
powered by Revolution™ and our other distribution networks!
- #2 When your vehicle inventory is set up in CRX **it is effortless** to place Revolution™ Private Label -- Core or Pro -- onto your website, which we will host for **FREE!**
- #3 Then leverage your site with EIT's best-in-class  **Website Development + Internet Marketing Services**  
Our Website design focuses on the renter experience and reservation process. SEO is considered upfront and enhanced by targeted keywords in AdWords campaigns. eMail files become revenue producers, by ExpressITech™ and Constant Contact™.
- #4 Maximize revenues and time  **Rate Highways's** automated rate monitoring system tracks the competition simply + accurately
- #5 Project Passion and Class  **eVox** vehicle images are the best in the world. EIT has them available to you when you need them.

Contact [sales@expressitech.com](mailto:sales@expressitech.com) for the any part of the Complete Revolution™ Package.

## Our Price Advantage is... Revolutionary

... Some of the best things in Business Are FREE

- ➔ Set-up at CRX is **FREE**. Pay only a low flat fee and \$12.50 per confirmed reservation **OR** select to pay only \$4.00 / reservation/day, to a maximum of 5 days, for any length of rental -- it's your option.

Sign up: <http://www.expressitech.com/revolution-distribution-network/crx/>

- ➔ Hosting & eMail are **FREE** when using Revolution on your Website.  
Pay only \$100 per month and \$1.00 per reservation after the first 100.

Sign up: <http://www.expressitech.com/reservation-system/pricing/>

- ➔ **FREE** Pro Image Gallery - NEW - 1,500+ showroom quality images by **eVox**.
- ➔ Complete proprietary web-site review **FREE**. See how you can improve your online presence.
- ➔ Revolution's new feature releases and ongoing upgrades are **FREE**  
Visit us at: <http://www.expressitech.com/>
- ➔ Phone Support - NEW 20 min of **FREE** phone support, and **FREE** ongoing email support

**Do some comparison shopping and you'll find:**

- \* Other online reservation systems charge \$1,500 up-from
- \* Private Website reservations cost \$3.00 per reservation
- \* Distribution networks charge 15% to 20% of reservation income

**REVOLUTION™, CRX** and our distribution networks like **Kayak.com**, beat all of these competitors hands-down by providing superior service at lower cost to you, making your agency easier to run and more profitable.

**Let us help your agency thrive on-line!**

**1-888-557-8188 x507 | 1-604-714-5911 x507 | [sales@expressitech.com](mailto:sales@expressitech.com)**