

J.D. POWER

SIXT ranks among the Top 3 brands in the J.D. Power 2025 North America Rental Car Satisfaction StudySM



SIXT exceeds the customer satisfaction average across all study dimensions for the second consecutive year



SIXT achieves a #3 ranking for the second consecutive year, exceeding the industry average by 20 points with an Overall Satisfaction Score (OSAT) of 711. This is three points higher than the brand's OSAT score in 2024, highlighting a commitment to providing a satisfying experience for rental car customers.

The North America Rental Car Satisfaction Study examines the customer experience with rental car companies across seven core dimensions (in order of importance): ease/convenience of rental, pick-up/drop-off experience, level of trust, vehicle quality, staff Interactions, value for price paid, and digital tools.

It is based on responses gathered from 8,263 business and leisure travelers who rented a vehicle at an airport location during the past year. The 2025 study was fielded from August 2024 through August 2025.

J.D. Power 2025 North America Rental Car Satisfaction StudySM

Overall Satisfaction Index
(Satisfaction scores on a 1,000-point scale)

Enterprise	734
National	721
Advantage Rent A Car	711
SIXT	711
Hertz	702
ACE Rent A Car	701
Alamo	695
Study Average	691
Avis	672
Budget	669
Thrifty	658
Payless	650
Fox Rent A Car	643
Dollar	641

Source: J.D. Power 2025 North America Rental Car Satisfaction StudySM. Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

SIXT Dimension Score Highlights:

DIMENSION	VS.	INDUSTRY AVERAGE
Ease/convenience of rental	720	693
Pick-up/drop-off experience	704	697
Level of Trust	698	693
Vehicle quality	738	710
Staff Interactions	718	685
Value for price paid	693	663
Digital tools	700	694



We are grateful to our customers for their continued trust in SIXT and for choosing us for their mobility needs. Achieving a #3 ranking for two straight years motivates us to continue aiming higher in serving our customers. We believe it also reflects the dedication and hard work of our team members, whose commitment to providing an outstanding customer experience every day makes this possible. – **Tom Kennedy**, President, SIXT North America