

SIXT Ranks 3rd Overall in the J.D. Power 2024 North America Rental Car Satisfaction StudySM



In its first year being ranked in the study, SIXT outperforms the industry average for all satisfaction drivers.

The rental car market in North America is experiencing expansion with new entrants like SIXT—the first new rental car brand to be ranked in the J.D. Power North America Rental Car Satisfaction Study in over a decade. In its debut year, SIXT achieves notable performance by ranking among the top 3 brands overall and surpassing the industry average for all study dimensions. Additionally, Sixt’s Overall Satisfaction score of 708 outperforms the study average by an impressive 20 points—demonstrating the company’s commitment to satisfying customers.

The J.D. Power North America Rental Car Satisfaction StudySM has been redesigned for 2024. Scores are not comparable year over year with previous studies. The study examines customer experience with rental car companies in North America across seven core dimensions (in order of importance):

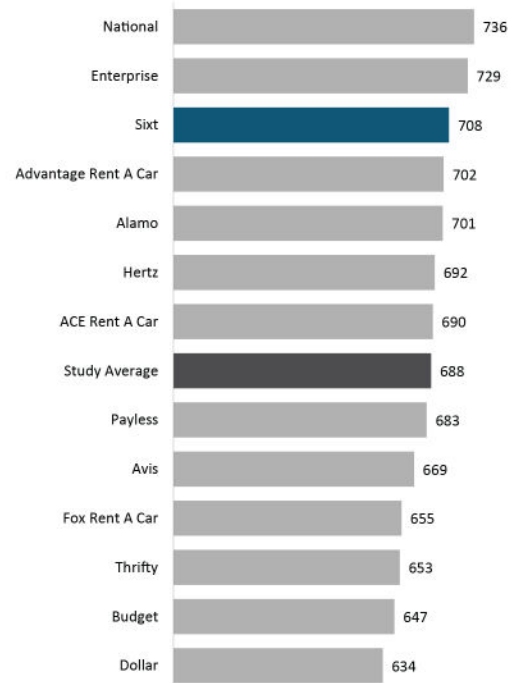
- Ease of Rental
- Vehicle
- Value for Price Paid
- Pick-up/Drop-off
- Staff
- Digital tools
- Level of Trust

SIXT’s Dimension Satisfaction Score Highlights:

FACTOR	DIMENSION	INDUSTRY VS. AVERAGE
Ease of rental	712	689
Pick-up/drop-off	702	693
Level of trust	698	693
Vehicle	737	709
Staff	713	687
Value for price paid	687	654
Digital tools	703	688

J.D. Power 2024 North America Rental Car Satisfaction StudySM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)



Source: J.D. Power 2024 North America Rental Car Satisfaction StudySM



We are honored to be one of the car rental companies ranked by J.D. Power in North America. This ranking, based on feedback from leisure and business travelers, underscores the commitment of our team members to deliver a great car rental experience and motivates us to continue to innovate and grow by putting the customer at the center of everything we do.”

Tom Kennedy, President, SIXT North America

