

DOLLAR THRIFTY AUTOMOTIVE GROUP INC

Form 425

September 23, 2010

Car Rental Industry Pricing

September 2010

On

September

23,

2010,

Avis

Budget

Group,

Inc.

posted

the

following

slides

to

its

website.

Filed by Avis Budget Group, Inc.

Commission File No.: 001-10308

Pursuant to Rule 425 under the

Securities Act of 1933, as amended

Subject Company:

Dollar Thrifty Automotive Group, Inc.

Commission File No.: 001-13647

*

*

*

Top 50 Locations - Average Weekend Price Per Day

Midsize Car to be Rented 9/17 - 9/19

\$38.88

\$38.70

\$37.82

\$35.16

\$33.30

\$29.96

\$29.02

\$27.85

\$24.27

10.00

15.00

20.00

25.00

30.00

35.00

40.00

45.00

50.00

\$55.00

Hertz Competes Directly with Dollar Thrifty

Note: Rate shops performed 9/3/2010.

2

Top 50 Locations - Average Weekend Price Per Day

Midsize Car to be Rented 9/24 - 9/26

\$43.24

\$43.20

\$39.62

\$36.84

\$33.62

\$31.10
\$29.50
\$28.41
\$26.23
10.00
15.00
20.00
25.00
30.00
35.00
40.00
45.00
50.00
\$55.00

Hertz Competes Directly with Dollar Thrifty

Note: Rate shops performed 9/3/2010.

3

Top 50 Locations - Average Weekend Price Per Day

Midsize Car to be Rented 10/1 - 10/3

\$50.68

\$50.54

\$47.84

\$41.36

\$40.23

\$34.13

\$32.37

\$31.96

\$31.61

10.00

15.00

20.00

25.00

30.00

35.00

40.00

45.00

50.00

\$55.00

Hertz Competes Directly with Dollar Thrifty

Note: Rate shops performed 9/3/2010.

4

Top 50 Locations - Average Price Per Week

Midsize Car to be Rented 9/17 - 9/24

\$307.36

\$301.86

\$296.72

\$271.24

\$262.19

\$227.52

\$222.71

\$216.54

\$165.60

140.00

160.00

180.00

200.00

220.00

240.00

260.00

280.00

300.00

\$320.00

Hertz Competes Directly with Dollar Thrifty

Note: Rate shops performed 9/3/2010.

5

Top 50 Locations - Average Price Per Week

Midsize Car to be Rented 9/24 - 10/1

\$341.20

\$334.96

\$307.18

\$287.02

\$275.34

\$225.08

\$218.76

\$217.98

\$188.04

180.00

200.00

220.00

240.00

260.00

280.00

300.00

320.00

340.00

\$360.00

Hertz Competes Directly with Dollar Thrifty

Note: Rate shops performed 9/3/2010.

6

This
presentation
does
not
constitute
an
offer

to
sell
or
the
solicitation
of
an
offer
to
buy
any
securities
or
a
solicitation
of
any
vote
or
approval.
This
presentation
relates
to
a
potential
transaction
involving
Dollar
Thrifty
Automotive
Group,
Inc.
("Dollar
Thrifty")
which
may
become
the
subject
of
a
registration
statement
and/or
proxy
statement
filed
with
the

Securities
and
Exchange
Commission
(the
"SEC").
There
is
no
assurance
that
Avis
Budget
will
enter
into
a
merger
agreement
with
Dollar
Thrifty
or
that
the
potential
transaction
will
be
consummated.
This
material
is
not
a
substitute
for
the
prospectus/proxy
statement
Avis
Budget
Group,
Inc.
(Avis
Budget)
may
file
with
the

SEC
regarding
the
potential
transaction
or
for
any
other
document
which
Avis
Budget
may
file
with
the
SEC
and
may
send
to
Avis
Budget
or
Dollar
Thrifty
stockholders
in
connection
with
the
potential
transaction.
INVESTORS
AND
SECURITY
HOLDERS
OF
AVIS
BUDGET
AND
DOLLAR
THRIFTY
ARE
URGED
TO
READ
ANY
SUCH

DOCUMENTS
FILED
WITH
THE
SEC
CAREFULLY
IN
THEIR
ENTIRETY
WHEN
THEY
BECOME
AVAILABLE
BECAUSE
THEY
WILL
CONTAIN
IMPORTANT
INFORMATION
ABOUT
THE
POTENTIAL
TRANSACTION.

Investors
and
security
holders
will
be
able
to
obtain
free
copies
of
any
documents
filed
with
the
SEC
by
Avis
Budget
through
the
web
site
maintained
by

the
SEC
at
www.sec.gov.
Free
copies
of
any
such
documents
can
also
be
obtained
by
directing
a
request
to
Avis
Budget
Group,
Inc.,
Investor
Relations,
6
Sylvan
Way,
Parsippany, NJ 07054.
Avis
Budget
and
its
directors
and
executive
officers
and
other
persons
may
be
deemed
to
be
participants
in
the
solicitation
of

proxies
in
respect
of
the
potential
transaction.
Information
regarding
Avis
Budget's
directors
and
executive
officers
is
available
in
its
Annual
Report
on
Form
10-K
for
the
year
ended
December
31,
2009,
which
was
filed
with
the
SEC
on
February
24,
2010,
and
its
proxy
statement
for
its
2010
Annual
Meeting

of
Shareholders,
which
was
filed
with
the
SEC
on
April
1,
2010.

Other
information
regarding
the
participants
in
a
proxy
solicitation
and
a
description
of
their
direct
and
indirect
interests,
by
security
holdings
or
otherwise,
will
be
contained
in
a
proxy
statement
filed
in
connection
with
the
potential
transaction.

Additional Information and Where to Find It