

Silvercar Upgrades Car Rental at LAX

Written by Australian Business

AUSTIN, Texas, Nov. 4, 2013 /PRNewswire/ -- Silvercar, the smartphone-based car rental service, launched operations today for travelers renting at Los Angeles International Airport (LAX), which marks Silvercar's sixth location in just 10 months since launch.

"We promised car rental that doesn't suck when we announced we were coming to LAX, and starting today, L.A. gets to see what we mean," said Silvercar CEO Luke Schneider.

Silvercar empowers customers to manage their entire car rental experience using a smartphone app (iOS or Android) – from reservation to return. LAX travelers will use Silvercar's off-airport location less than a mile away, unlock a silver Audi A4 simply by scanning a QR code on the vehicle's windshield, and drive away.

Every Silvercar comes fully equipped with Google Earth GPS navigation, SiriusXM satellite radio, in-car Wi-Fi and a toll tag, all at no additional charge. A simple fuel plan streamlines the return process by charging customers only the local pump price for the amount of fuel they've used, plus a \$5 service fee, if they choose not to refuel before returning the car. Silvercar rates are \$89 per weekday and \$59 per day on weekends.

To learn more about Silvercar or book a reservation, visit silvercar.com.

About Silvercar With a mission to reimagine the airport car rental experience, Silvercar launched its first operation at Dallas/Fort Worth International Airport in January 2013.

Silvercar has since opened airport locations at Austin,

Dallas Love Field,

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Houston Hobby

,
Los Angeles

and

San Francisco

International Airport. Silvercar offers a single make and model vehicle – the 2013 Audi A4 (in silver, of course) – using mobile and smartphone technologies to eliminate the friction points in the car rental process. An ever-increasing set of custom settings in a traveler's Silvercar profile allows for a personalized rental experience from car to car. A privately held company,

Austin

-based Silvercar is funded by

\$16.5 million

in venture capital investment, led by Austin Ventures and including CrunchFund, SV Angel and tech industry success-spotters

Chris Dixon

and

Dave Morin

. For more information, visit silvercar.com.

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