

Business Traveler Requests Rentals Equipped with TPMS

Mark is a global business traveler. From San Francisco to Shanghai, his work takes him around the world. “I probably travel at least 6 to 8 weeks out of the year, maybe more. I visit my clients at least annually—more depending on their specific projects.”

Travel outside of the United States usually involves a company-provided car service for Mark and his colleagues. When inside the U.S., Mark usually rents a more cost-effective vehicle from the airport. “It’s become almost second nature now. No checked bags, got my rental confirmation, grab the keys from the counter and head out,” said Mark.

While business travel becomes like clock-work, delays can—and do—happen. “You can’t do much about an airline delay, but clients expect you to be on time and present once you’re in their city. So operational problems with a rental car quickly become a nightmare.”

Mark was first introduced to TPMS in his latest business trip. “I turned the ignition on and the TPMS warning icon illuminated briefly. I hadn’t seen it before because both my family cars are pre-2007. The light caught my attention, so I turned the car off, then on again, to see what the letters were. I was curious, so later, I Googled “TPMS” to find out more.” Mark learned what TPMS is and how it provides drivers warning of tire pressure issues.

He values the warning, believing that it not only helps keep him safer on the road, but also helps him take steps to prevent costly time delays. That’s why he requests rental models that are 2008 and later. “My executive assistant books my travel, but I’ve now put in the request for a TPMS-enabled rental car because usually there’s no difference in price, and I like the peace of mind knowing that the car will immediately alert me if my tire pressure becomes an issue.”