

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

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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

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sell  
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This  
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Automotive  
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WITH  
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WHEN  
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Investors  
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the  
SEC  
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[www.sec.gov](http://www.sec.gov).  
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Budget  
Group,  
Inc.,  
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6  
Sylvan  
Way,  
Parsippany, NJ 07054.  
Avis  
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Information  
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Annual  
Report  
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SEC  
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February  
24,  
2010,  
and  
its  
proxy  
statement  
for  
its  
2010  
Annual  
Meeting

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

Other  
information  
regarding  
the  
participants  
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and  
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description  
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will  
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contained  
in  
a  
proxy  
statement  
filed  
in  
connection  
with  
the  
potential  
transaction.

Additional Information and Where to Find It