

James S. Tennant

The Tennant Group

The Tennant Group, LLC
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Curriculum Vitae

Experience

2001 – Present, The Tennant Group, LLC – Founder and Managing Member.

Consulting and expert witness services for the vehicle rental industry. Chairing Roundtables – the vehicle rental equivalent to dealer 20 groups. Provide monthly financial reports to car rental owners, organize and chair twice-yearly meetings.

1982 – 2001, J. M. T. Leasing, Inc., San Francisco, California – Founder and President.

In 1982, purchased the Holiday Rent A Car franchise for San Francisco. Holiday Rent A Car became Holiday Payless Rent A Car, then Payless Car Rental. Opened with 60 vehicles and 3 employees. In 1993, sold the Payless franchise in order to purchase the money-losing, corporate-owned Thrifty Car Rental franchise, which became profitable in the 2nd month. In 1996, persuaded San Francisco International Airport authorities to open the planned new consolidated facility to 9 car rental companies, from the previous 6. Successfully bid, participated in the design and moved into the SFO Consolidated Rental Center in late 1998. In 1999, acquired a large local market car rental business and merged it into the existing operation. By the summer of 2000, J. M. T. Leasing was operating a fleet of 2200 vehicles from 16 locations.

1980 – 1982, Holiday Rent A Car International, Inc., St. Petersburg, Florida – President.

Holiday Rent A Car International, Inc. was a car rental franchisor based in St. Petersburg. The number of franchises doubled from 1980 to 1982.

1976 – 1980, Holiday Rent A Car System Ltd., London, Ontario, Canada – Vice President, Corporate Development.

Holiday Rent A Car System Ltd. was a nationwide car rental franchisor. Developed and implemented a national advertising program. Developed and oversaw a professional franchise sales function. Responsible for government relations and lobbying, which resulted in the company's successful bids for in-terminal locations in Canada's major airports.

Prior to 1976, held positions in marketing, new product development, brand management, computer programming, systems analysis and project management for a large corporation and established and ran a computer division for a direct mail advertising company.

Education

Received a Bachelor of Commerce degree from Sir George Williams University, Montreal, Quebec, Canada. Sir George Williams is now Concordia University.

Have taken numerous postgraduate courses in management, statistical analysis, computers and marketing. Reasonably fluent in French.

Professional

Write monthly rate column for Auto Rental News electronic edition. Periodically provide opinions, articles and data to Auto Rental News. (Articles can be read or downloaded from www.TennantGroup.com).

Regular presenter at the annual Auto Rental News International Car Rental Show and Auto Rental Summit. One of five judges for Auto Rental News Professional of the Year Award.

On behalf of the American Car Rental Association and Auto Rental News presented Jane Mudgett with award honoring her late father and industry pioneer, Fred Mudgett.

Current Member – American Car Rental Association.

Vice President – Membership, American Car Rental Association, 1982.

Member – Board of Directors, American Car Rental Association, 1981.

Member – Thrifty Car Rental National Advertising Committee, 1994 – 2001.

Member – Thrifty Car Rental Fleet Advisory Board, 1998.

Multiple TRACStar Winner – Thrifty Rent-A-Car System award for top licensees, including trips to Israel, Monte Carlo and Hawaii.