

Bidvest and Avis Budget sign agreement

Bidvest Car Rental has reached an agreement with Avis Budget Group, which will see Bidvest cease to operate as Budget car, van and truck rental in Southern Africa. The agreement will take effect on 28 February 2015 and Budget will in future trade as Bidvest Car Rental.



Bidvest has been managing the Budget car and van rental franchise in the region for more than 20 years. Bidvest South Africa's chief executive, Lindsay Ralphs, said: "The separation discussions have followed in the spirit of our long-standing relationship and both parties are fully committed to ensuring no disruption to customers and partners alike. Over the coming month, Bidvest will embark on the launch of Bidvest Car Rental."

Avis Budget Group will continue to own and operate the Budget car, van and truck rental brands in Southern Africa. "This has been an amicable decision that we believe will continue to serve the needs of all our local and international customers. Both parties are fully committed to collaborating to ensure we continue to provide the same high level of service to all our customers," Troy Warfield, Avis Budget Group EMEA Commercial and Licensee director, said.

Smooth transition

The current Bidvest Car Rental and Avis Budget Group agreement came to an end on 23 January 2015 as a separation agreement has been concluded to ensure a smooth transition through to the end of February 2015.

"The existing infrastructure, management and team, which has grown to 850 people, will remain unaffected following this decision. The rebranding of all our locations to Bidvest Car Rental is expected to be concluded by the end of February 2015. The direct association with a well-established brand like Bidvest has everyone in the business extremely excited and all are looking forward to this new chapter," Paulette McGhee, CEO Bidvest Car Rental, commented.