

## Passenger Car and Rental Hiring in Australia

### Key Statistics 2014-15 (IBISWorld 2015)

Revenue: **\$3,342.90 million**

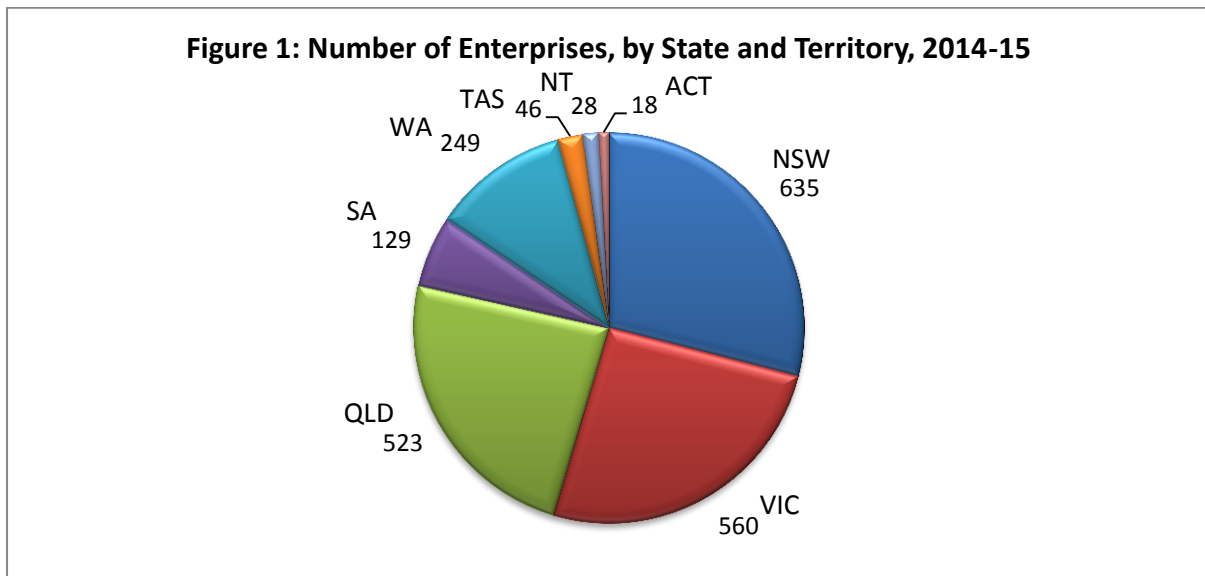
Establishments: **2,188**

Businesses: **1,474**

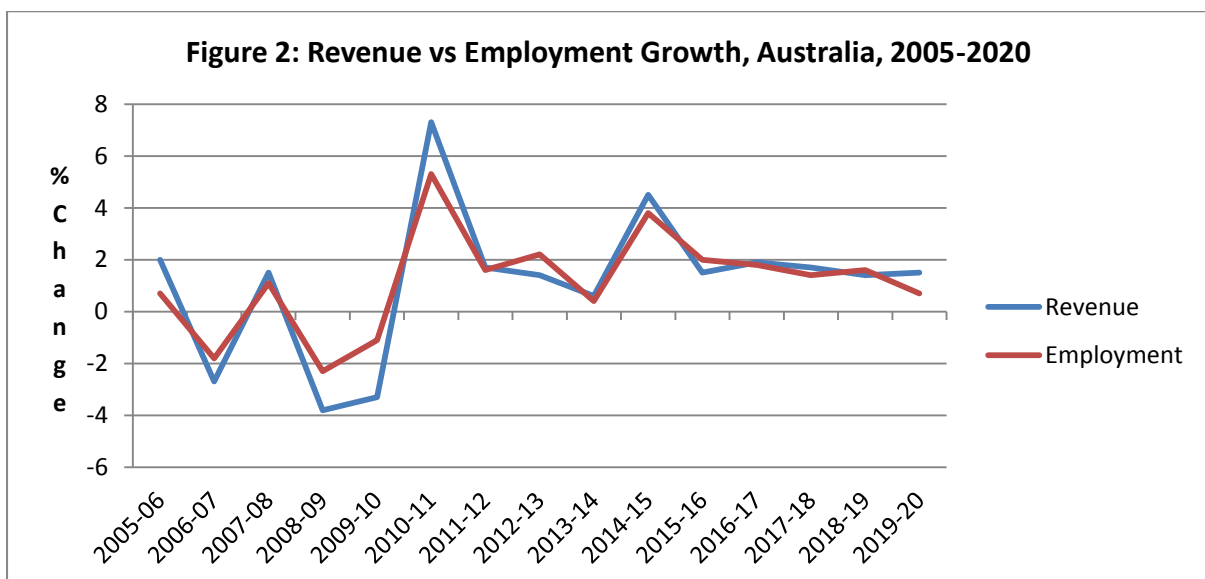
Employment: **7,843**

Avg. Employees per Establishment: **3.6**

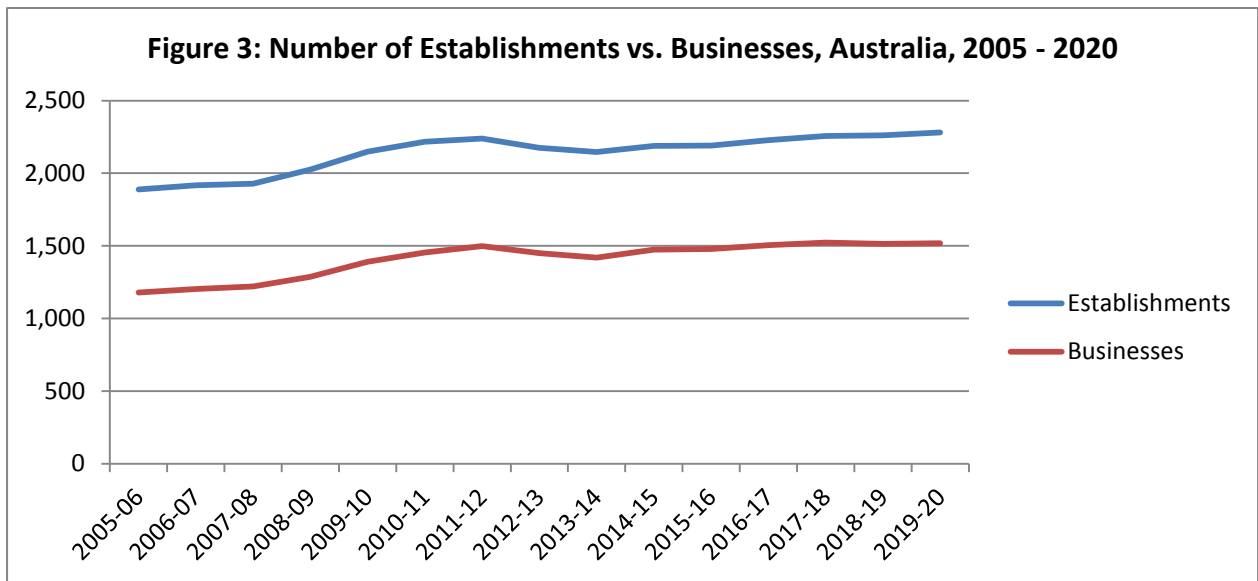
Avg. Wage: **\$55,043.70**



Source: IBISWorld, L6611 Passenger Car Rental and Hiring in Australia, Gargano, S., Feb. 2015.



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## **Summary**

The passenger car rental and hiring industry suffered in the wake of the Global Financial Crisis. Consumer and Business confidence was low so many people looked for ways to save money so avoided leasing and hiring vehicles, also foreign tourist numbers were down reducing the demand for hire cars.

Since 2009-10 the industry has returned to positive growth as novated vehicle leasing is becoming an ever-more popular means to purchase a car. Demand is expected to grow in the next 5 years increasing the number of businesses and enterprises operating in the industry. The major players in the industry are LeasePlan Australia, WTH Pty. Ltd., Eclipse Group, Hertz Investment Pty. Ltd., and Fleetcare Pty. Ltd.