



Create a Better Life



 **LOTTE rental**
VIETNAM

LOTTE rent-a-car 
VINA

We are now creating a new paradigm in consumption.

We have gotten a firm footing in in the rental business market for **1st in the Republic of Korea**.

We have achieved sustained growth with improving a customer-oriented service and a business extension.

We promise to keep moving forward and constantly try to ‘create a better life’ for customers based on a synergy with LOTTE group and with the service design innovation for customers.

‘20
LOTTE rental 230,000 Cars
1.96 billion
USD

registered car in 2010 **58,000** **0.36** billion USD

‘19 · Launched “Shin-Cha-Jang IoT” service

‘18 · Established “Shin-Cha-Jang Direct” service
· Opened Used Car Export Platform

‘86 · Established KT rental

‘10 · M&A Kumho Rent-A-Car

‘14 · Established LOTTE Auto-auction (Used Car Auction House)
· Opened Jeju Auto House
· Frist in the field to exceed 0.87 billion USD

‘89 · Established Kumho Rent-A-Car

‘11 · Established LOTTE Auto-lease

‘04 · Began Car Rental Business

‘12 · Launched B2C long-term car rental
· Launched long-term car rental in Home shopping

‘15 · Incorporated into LOTTE group
· First in the field to exceed 130,000 cars

‘07 · Established a corporation in Vietnam

‘13 · Acquired Green Car(car sharing)
· Established LOTTE Auto-care

‘16 · Established a corporation in Taiwan

‘08 · Merged with Korea Express

‘17 · Launched the first lifestyle rental platform in Korea “MYOMEE”

Major History

After establishment in 1986, M&A Kumho Rent-A-Car in 2010 and then have grown into 1 trillion sales company in 2014.

In June 2015, we have become as a member of LOTTE Group and have been achieving sustained growth. We finally have grown into the leading Multi-Rental company **exceeding 2 trillion sales** in Korea in 2020.



General Status

Name	LOTTE rental Co., Ltd.
Product/Service	Auto&General rental Leading brand: LOTTE rent-a-car
Sales figures	1.96 billion USD in Dec 2020
Quantities (Vehicles)	230,000 in Dec 2020
Network	Domestic 220 Network Overseas Vietnam(HCM/HN/DN) Thailand(Bangkok)
Workforce	2,100 in Dec 2020

VISION

Mission ----- Create a Better Life

Vision ----- Mobility, Lifestyle Platform Leader

Core Value --- Change&Challenge

Empathy

Collaboration

No.1 Service, No.1 Brand!

Our leading brand 'LOTTE Rent-A-Car' is recognized as the best brand in the republic of Korea by providing customer-oriented service design.



한국표준협회 (9년 연속)
2020 한국서비스품질지수 1위(KS-SQI)



한국표준협회 (18년 연속)
2015 한국서비스대상 '명예의 전당' 헌정



한국능률협회컨설팅 (19년 연속)
2021 한국산업의 브랜드 파워 1위(K-BPI)



한국생산성본부 (5년 연속)
2020 국가고객만족도 렌터카 부문 1위(NCSI)



한국표준협회 (13년 연속)
2020 프리미엄 브랜드 지수 1위(KS-PBI)



한국소비자포럼 (17년 연속)
2021 퍼스트 브랜드 대상 1위



한국능률협회 (5년 연속)
2020 한국산업의 고객만족도 1위(KCSI)



한국생산성본부 (10년 연속)
2020 국가브랜드 경쟁력 지수 1위(NBCI)

LOTTE rental Vietnam

Corporate Introduction

Business Introduction

LOTTE Rent-A-Car | General Rental

LOTTE rental Vietnam

New paradigm in Vietnam. Meet us!

In everything we do, we believe in creating
the new trend of consumption.
We believe in thinking differently.

'Rental' is not a just rent, but a revolution
and a solution for your modern life.
real, and create a better life for you.

We do take you to the next level
with offering various service.

This is what we want to do.



AUTO RENTAL | **LOTTE** rent-a-car

LOTTE rent-a-car is the best leading brand of LOTTE rental. We are making customers' business more prosperous with specialized drivers and Korean managers in Vietnam.



Short-term

This service (from 1 day to 1 month) is suited for people having a business trip or traveling for a short time.

BEST FOR

Trip to Vietnam

Business trip to Vietnam

Escorted car for VIP



ADVANTAGES

Door to Door | You can rent&return where you want / We offer an airport pick-up as well!
Safe vehicles | Latest vehicle / full insurance coverage / regular maintenance
Professional drivers | Monthly regular training for safety and driving etiquette

Monthly-term

This service is only available under 1 year. You can enjoy driving for the period you want.

BEST FOR

For a project duration

For a replacement car

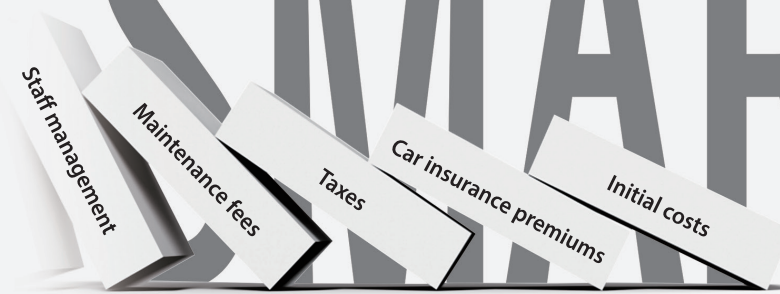


ADVANTAGES

Perfect vehicle management | Maintenance, accident handling, insurance, courtesy car, etc.
Customized vehicles | Various vehicles such as sedan, SUV, MPV, BUS, etc..
Clean | All vehicles are cleaned and inspected on a regular basis.

The smartest way to get a new car...

SMART



Long-term

You can enjoy driving without having a car and can take over the car at the end of a contract.

BEST FOR	For efficient vehicle management	When you need a car for a work	To save initial costs for vehicle
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ADVANTAGES

① ECONOMIC!

NO car tax and any fee
NO premiums
NO fraudulent billing with our smart system
DO NOT worry about scheduled maintenance

② CONVENIENT!

We save your trouble for a driver management instead of you!
The best maintenance with an OFFICIAL repair shop and GENUINE components

③ DIVERSE!

Charges will be designed based on your financial state and driving patterns
You can return or take over the car at the end of a contract
You can select premiums coverage. You can add options you want.



Our **own distinction** in Vietnam



**No pressure for
initial cost**



**No car tax &
premiums**



**English speaking
manager**



**Special offer in
Da Nang, HCM and Korea**



**Regular & Reliable
maintenance**



**Transparent
a billing system**

GENERAL RENTAL

We are extending offering service and professionally provide various service product such as OA device, Analyzer and etc.

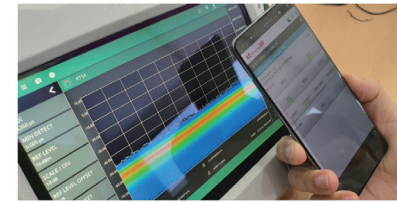
We can offer innovative service regardless of business field!

Analizers

We offer service in the field of Communication, Broadcasting, Electronic & Electrical analyzer. You can purchase new or used analyzers. We also have a special service for hand over after a contract.

Products analyzing&constrcuting automation program support
wired&wireless/optical communication
electronic&electrical analyzer sale,

Contract period 1W-1M: short-term discount rate
2M over: long-term discount rate
12M over: as otherwise agreed



OA device

You can use OA devices with a desired period at a reasonable price. We consistently and quickly provide a repair service and maintenance to solve inconveniences during the contract.

Products laptops/desktops/monitors/
all-in-one printers/printers/
document shredders and etc.

Contract period short-term: 1M-12M
long-term: 12M-60M



Medical

You can use medical devices such as X-ray, CT, MRI at reasonable price.
We can offer after-sales service during the contract period.

Products X-ray, CT, MRI, AED,
optometric device,
medical test vehicle

**Contract
period** 12M-60M



General

We purchase the equipment(facilities) you want and lend it at a reasonable price.

Products Digital signage, caddie cart,
musical instrument,
gym equipment

**Contract
period** 12M-60M



Financial solvency

Save on taxes by writing off all rental fees as expenses, and keep your debt ratio in check.



Asset management

Manage your assets efficiently by returning rental products while they are still under warranty and enjoy a flexible rental period and easy product exchange.



Minimize first cost

It helps efficiently manage funds.



Maintenance

Enjoy convenient maintenance with our scheduled service.



Savings

Rent is more economical than buying and allows saving on extra expense.



Do not hesitate to
be with **LOTTE rental**





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