



Liberty Car and Truck Rental Implements Rent Centric On-Demand Systems for All its Franchise Locations

Rent Centric On-Demand Systems Has Been Selected by Liberty Car and Truck Rental to Replace Existing Legacy Automation, Providing all Franchise Operations with Advanced Tools Required to Deliver Best in Class Customer Service

Toronto, Ontario ([PRWEB](#)) January 27, 2005 -- Liberty Car and Truck Rental announced today its implementation of Rent Centric On-Demand Systems as its new standard of automation throughout its entire franchise operation.

“Our number one responsibility to our franchisees is to provide them with the ideal operational infrastructure that will allow them to grow, prosper and have fun, all at the same time, in this dynamic business of car and truck rentals,” said Kishore Chowdhury, President of Liberty Car and Truck Rental. “Automation systems are at the core of what helps us make this happen, so when it became necessary to upgrade our systems we evaluated our options carefully. Our staff tested in excess of thirty solutions. In the end the results indicated clearly to us that Rent Centric is the best solution for our needs. We are now implementing their On-Demand system throughout the franchise.”

Commenting on the reasons behind Rent Centric, Inc.’s recent success with the Liberty organization, Alex Aryafar, Rent Centric’s CTO explained “I know from Kishore that there were in fact many reasons why this bid rested on us, not just one or two. At the top of the list was the fact that we offer a turn-key deployment that required zero software installation and maintenance, a system that is accessible any-time, any-where for any authorized user and also the fact that the system is extremely user friendly whilst being full-featured, offering options such as credit card processing integrations, online reservations capability and vehicle maintenance and management options pre-bundled, all at no extra charge. In short, our technology is better and because of that, our support is also better.”

Rent Centric is a full-featured, car rental software platform that enables car rental outlets and franchises to manage their services, vehicle assets and customer profiles through automated and flexible administrator-configured rules. The result is a complete solution for rental management and automated permissions-based control, from an intuitive easy to use web-browser console.

About Rent Centric, Inc.

Rent Centric, Inc. is the world's leading provider of car rental software products designed to simplify the administration process for franchise, multi-location and single-location rental providers. Rent Centric is the only truly web based commercially deployed vehicle (automobile, truck, RV and motorcycle) car rental software solution available on the global market today. The system affords car rental companies centralized, management control, for offering best-in-class service to the leisure and insurance replacement markets. Rent Centric provides the most comprehensive management capabilities to authorized car rental users and customers, from any web connected device (including personal computers, hand held PCs, mobile phones etc.). This easy access does not require any initial setup, installation, or configuration of any client-side software, for any of those devices to be completely operational and interactive. Rent Centric is therefore considered practically maintenance free. Rent Centric enables car rental employees to easily and quickly work through the many steps required for handling their auto rental responsibilities effectively; allowing for excellence in client service.



For more information, press only:

Rent Centric, Inc.

Michael A. Youssef

416-250-1519 Ext. 4

michael.youssef@rentcentric.com

<http://www.rentcentric.com>

Liberty Car and Truck Rental

Kishore Chowdhury, President

416-784-4272

<http://www.libertycar.ca>

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**Contact Information**

Michael Youssef

RENT CENTRIC INC.

<http://www.rentcentric.com>

416-250-1519 .4

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