

DOLLAR THRIFTY AUTOMOTIVE GROUP INC

Form 425

September 23, 2010

Car Rental Industry Pricing

September 2010

On

September

23,

2010,

Avis

Budget

Group,

Inc.

posted

the

following

slides

to

its

website.

Filed by Avis Budget Group, Inc.

Commission File No.: 001-10308

Pursuant to Rule 425 under the

Securities Act of 1933, as amended

Subject Company:

Dollar Thrifty Automotive Group, Inc.

Commission File No.: 001-13647

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Top 50 Locations - Average Weekend Price Per Day

Midsize Car to be Rented 9/17 - 9/19

\$38.88

\$38.70

\$37.82

\$35.16

\$33.30

\$29.96

\$29.02

\$27.85

\$24.27

10.00

15.00

20.00

25.00

30.00

35.00

40.00

45.00

50.00

\$55.00

Hertz Competes Directly with Dollar Thrifty

Note: Rate shops performed 9/3/2010.

2

Top 50 Locations - Average Weekend Price Per Day

Midsize Car to be Rented 9/24 - 9/26

\$43.24

\$43.20

\$39.62

\$36.84

\$33.62

\$31.10

\$29.50

\$28.41

\$26.23

10.00

15.00

20.00

25.00

30.00

35.00

40.00

45.00

50.00

\$55.00

Hertz Competes Directly with Dollar Thrifty

Note: Rate shops performed 9/3/2010.

3

Top 50 Locations - Average Weekend Price Per Day

Midsize Car to be Rented 10/1 - 10/3

\$50.68

\$50.54

\$47.84

\$41.36

\$40.23

\$34.13

\$32.37

\$31.96

\$31.61

10.00

15.00

20.00

25.00

30.00

35.00

40.00

45.00

50.00

\$55.00

Hertz Competes Directly with Dollar Thrifty

Note: Rate shops performed 9/3/2010.

4

Top 50 Locations - Average Price Per Week

Midsize Car to be Rented 9/17 - 9/24

\$307.36

\$301.86

\$296.72

\$271.24

\$262.19

\$227.52

\$222.71

\$216.54

\$165.60

140.00

160.00

180.00

200.00

220.00

240.00

260.00

280.00

300.00

\$320.00

Hertz Competes Directly with Dollar Thrifty

Note: Rate shops performed 9/3/2010.

5

Top 50 Locations - Average Price Per Week

Midsize Car to be Rented 9/24 - 10/1

\$341.20

\$334.96

\$307.18

\$287.02

\$275.34

\$225.08

\$218.76

\$217.98

\$188.04

180.00

200.00

220.00

240.00

260.00

280.00

300.00

320.00

340.00

\$360.00

Hertz Competes Directly with Dollar Thrifty

Note: Rate shops performed 9/3/2010.

6

This  
presentation  
does  
not  
constitute  
an  
offer

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sell  
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This  
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Investors  
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[www.sec.gov](http://www.sec.gov).  
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Way,  
Parsippany, NJ 07054.  
Avis  
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2010,  
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Annual  
Meeting

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Shareholders,  
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April  
1,  
2010.  
Other  
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proxy  
statement  
filed  
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potential  
transaction.

Additional Information and Where to Find It