

VISA

VISA

# Car rental procedures guide





At Visa we always want to be the preferred payment card – for you and your customers.

We want to make it as easy as possible for you to accept Visa cards.

And we want you to take full advantage of the special services we have designed for the car rental industry.

This is your step-by-step guide on how to identify and accept Visa cards.

It also talks you through each of the special services that are available to car rental outlets.

Please take time to read through the guide – it should help you to get even more benefit from Visa.

Please also ensure that your merchant agreement includes the special services described in the guide.

About this guide	1
Accepting all Visa cards	2
How to identify a Visa card	4
How to identify a Visa Electron card	5
What to do when your customers collect their vehicle	7
What to do when your customers return their vehicle	8
How to add any late charges to a Visa card	10



If you have signed a merchant agreement to accept Visa cards, you should accept all Visa cards, irrespective of which bank issued them.

Banks around the world offer their customers a range of different Visa cards. This includes premium cards such as Gold cards and Platinum cards, commercial cards, Classic cards and Visa Electron cards – as well as cards issued in conjunction with other major corporations.

**These cards may look different, but they all:**

- have the same basic card elements and security features, and
- guarantee payment to you when Visa acceptance procedures are correctly followed.



## How to identify a Visa card

4

There are many different kinds of Visa cards. All share the same essential card elements and security features.

Visa Electron cards have slightly different features, can not be used with manual systems and always require authorisation. See the following page for more details.

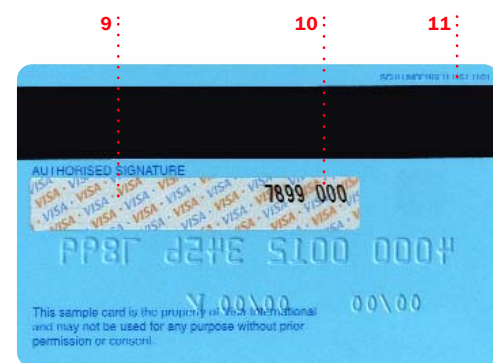


- 1. Visa flag symbol** – always on the front, right-hand side, but can be either above or below the hologram.
  - 2. Microprinting** – should be present around the Visa flag symbol.
  - 3. Dove hologram** – always on the front right-hand side, and the dove appears to fly when the card is tilted back and forth.
- (The Visa Infinite card, issued by some banks to their very best customers, has a different hologram design.)*

- 4. Four-digit number** – printed below the embossed account number. This should always begin with a '4', and should match the first four digits of the embossed account number. If it does not, or if it is missing, the card may be counterfeit.
- 5. Embossed account number** – must be even, clear and straight, with all numbers the same size and shape.
- 6. Cardholder name** – letters must be even and straight. Whenever you are processing a transaction, this should be compared with the cardholder's signature.
- 7. Dates** – whenever you are processing a transaction, you should check that the dates are valid. If you are ever presented with a card where the dates are not valid (because it is before the VALID FROM date or after the GOOD THROUGH or EXPIRES END date) you must always obtain authorisation.

- 8. Embossed letter V** – must always be present.
- 9. Signature panel** – look for the signature on the signature panel. You should see the repeated word "Visa" printed diagonally in blue and gold. If the panel has been scratched or erased, the word VOID will appear.
- 10. CVV2** – there should be a unique three-digit code printed after the full or truncated account number.
- 11. Manufacturer's code** – every Visa card manufacturer has its own unique code which should appear somewhere on the back of the card.
- 12. Chip** – many Visa cards now have a chip. If you still have a magnetic stripe terminal, these can be accepted in the normal way. If you have one of the newer chip-capable terminals, the card should be inserted into the chip reader for the duration of the transaction.

*(For more information see pages 14 & 15 of the Acceptance procedures at the point-of-sale brochure)*



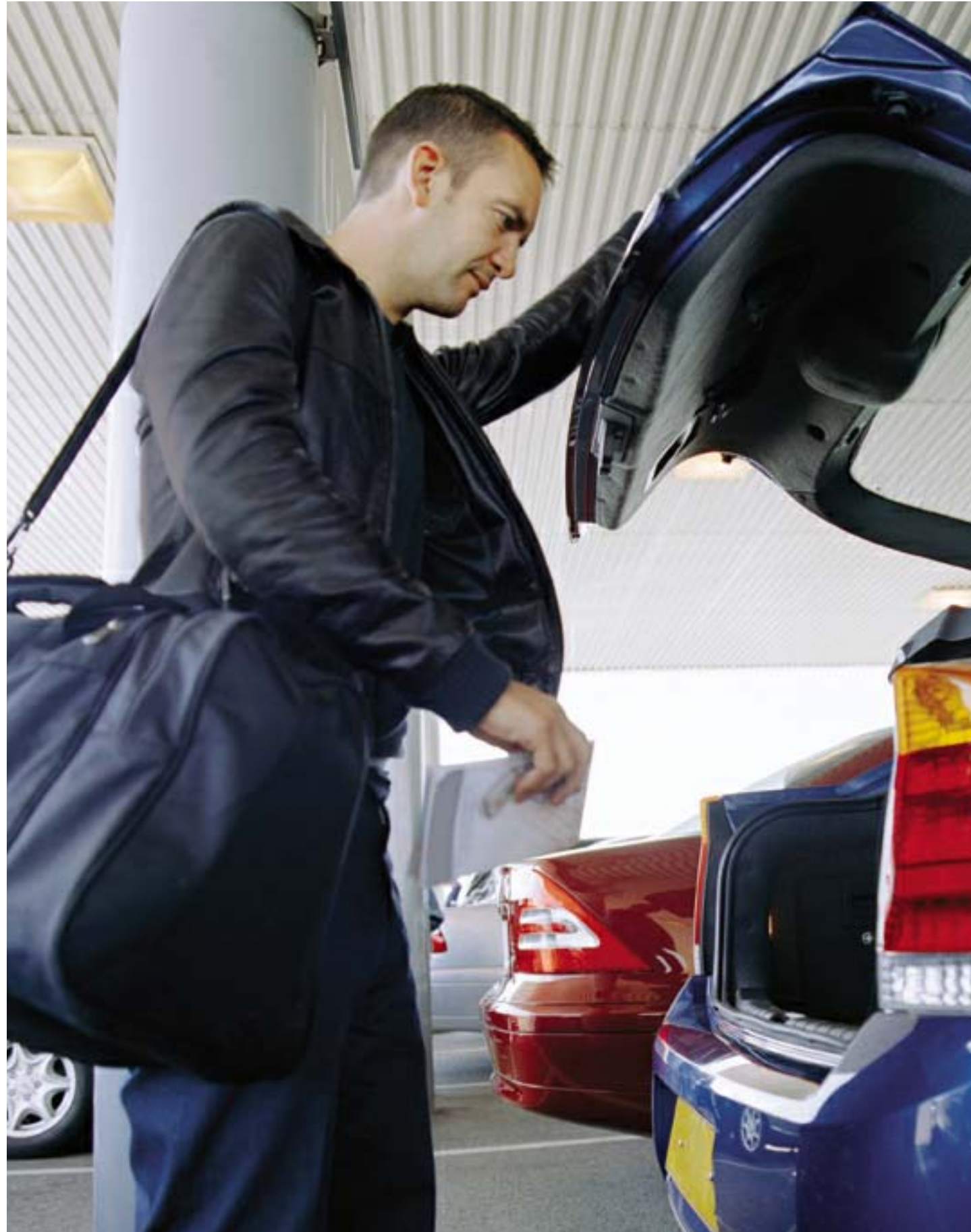
## How to identify a Visa Electron card

5



- 13. Visa Electron symbol** – always on the front, right-hand side at either the top or bottom of the card. These cards may have a dove hologram. Occasionally they may also have the Visa flag symbol as well as the Visa Electron symbol.
- 14. Dove hologram** – may appear on the front right-hand side, and the dove appears to fly when the card is tilted back and forth.
- 15. Last four digits** – a full account number will not always be printed on the card. Check that the last four digits on the card correspond to the last four digits shown on your terminal.
- 16. Electronic use only** – printed on the front of the card to remind you that Visa Electron cards cannot be used with manual systems. This may appear in other languages.
- 17. Signature panel** – may appear on the front or back of the card. You should see the repeated word "Electron" printed diagonally in blue, red and yellow.

17:



It is difficult to imagine how the car rental business could function without payment cards.

No other payment method offers you – or your customers – more flexibility and security.

By obtaining an authorisation for your Visa transactions, you can be protected against fraudulent card use. You can be sure that the cardholder's account is valid, and certain that they are within their available spending limit.

### When to obtain authorisation?

It is important to obtain authorisation before the cardholder departs with the vehicle.

The authorisation will then stay valid for the length of the rental period. However, for a rental period of longer than two weeks, we recommend that you close out the customer's account and bill the customer every two weeks.

Visa does not allow authorisation at the time of rental for any potential damage or loss of the rental vehicle. Nor does Visa allow you to place a charge/deposit against the cardholder for potential damage or loss of the vehicle.

### Estimated authorisations

The estimated authorisation procedure allows you to estimate the final transaction amount and receive the protection of an authorisation before the cardholder departs with the vehicle.

However, whenever you are using the service, it is important that you correctly follow these simple steps.

Failure to do so may result in unnecessary customer queries and complaints.

### Estimate the cardholders total charges based on:

- the expected car rental period,
- the rental rate per day including tax, and
- possible mileage rates.

If this estimated amount is above your floor limit, you should obtain authorisation for the estimated amount.

Do not over estimate the amount or include charges that cover potential damage or loss of the rental vehicle.

If this estimated amount is below your floor limit, ensure that you check the appropriate Visa Card Recovery Bulletin or obtain an authorisation for one currency unit when the cardholder collects the vehicle.

## What to do when your customers return their vehicle

8

### Revising estimated authorisations

If the cardholder extends the rental period, it may be necessary to revise the original authorisation.

If the revised amount exceeds the original authorisation by 15% - and this is greater than your floor limit – then you must obtain another authorisation for the additional amount.

### Insurance coverage

Normally you will provide your own insurance coverage under the terms of your rental agreement.

However, if the Visa cardholder has indicated that they are covered under a personal insurance policy – and you still decide to rent the vehicle to the cardholder – ensure that they understand their responsibilities and liabilities under the laws of your country.

### Authorisation reversal

It may be that the estimated authorisation amount is higher than the value of the cardholder's final bill.

If this is the case, it is important that you process an authorisation reversal. This should be for the difference between the original authorisation amount and the value of the cardholder's final bill.

### Authorisation at the time of vehicle return

When you calculate the final bill, it is important to refer back to the original authorisation amount. If the final bill is within 15% of the original authorisation – or if the total amount is for less than your floor limit – no further authorisation is needed.

If the final bill, including any legitimate additional charges, exceeds the original authorisation by 15% - and if the total exceeds your floor limit – you must obtain an additional authorisation. This should be for the difference between the original authorisation and the final bill.

Legitimate additional charges can be for the following:

- Fuel
- Additional rental fees
- Insurance
- Damage\*
- Parking and traffic fines\*
- Rental agency insurance deductible.

\* Subject to the requirements listed in the following pages and Late Charges.

9

### Additional charges identified when the cardholder is present

If the cardholder is present and the additional charge amount is known, this should be added to the final voucher signed by the cardholder.

Should damage to a vehicle be discovered at the time the cardholder returns the vehicle, you should follow these steps:

1. If the cardholder has accepted your rental agency CDW/LDW and has agreed at the time of rental to pay a deductible if damage occurs, calculate the final rental agreement amount, including the deductible, and follow your normal rental close-out procedures.

In the case of any disputes you must provide:

- a copy of the rental agreement, and
- an itemised repair bill from an organisation which can legally provide repair services in your country.

2. If the cardholder is not covered, and the following condition is met, you may charge their Visa account:

- The cardholder consented in writing to pay such charges with their Visa card. (This consent can be a part of your rental agreement. You should make the cardholder aware that they are agreeing to pay these charges). The charges should be agreed with the cardholder. You should then amend the rental agreement to include the damage charges and follow your normal rental close-out procedures.

In the case of any disputes, you must provide:

- a copy of the rental agreement,
- a copy of the accident report form from the responsible civil authority (if an accident report is required by the civil authority), and
- an itemised repair bill from an organisation which can legally provide repair services in your country.

### Additional charges identified when a cardholder has left the rental location

Should additional charges be discovered when the cardholder has already left the rental location, or if they dropped the vehicle at an unattended location, you should follow the procedures outlined on the following pages.



### Revising estimated authorisations

This service assists you in obtaining payment for charges which are not discovered until after the cardholder has returned the rental vehicle and left the return location.

You must always notify the cardholder in writing, at the address provided on the rental agreement, of the amount, time, location and nature of the charges. There is significant risk of disputes if the cardholder is not notified of the charges.

### Parking and traffic fines

You may charge the cardholder for any parking fines and other traffic violations, provided that they were incurred while the cardholder was responsible for the vehicle and the following conditions are met:

- The cardholder consented in writing to pay such charges with their Visa card. (This consent can be a part of your rental agreement. You should make cardholders aware that they are agreeing to pay these charges.)
- The charge is submitted within 90 calendar days of the date of the transaction.
- The charge is submitted as a separate transaction with the words "Signature on File".
- You obtain an authorisation for the charges if the transaction is above your floor limit.

In the case of any disputes, you must provide:

- A copy of the rental agreement.
- Documentation of the violation from the appropriate civil authority.
- The time and location of the violation.
- The license number of the rental vehicle.
- The statute/law violated.
- The amount of the penalty in local currency.



### Deductibles

If an accident takes place during the time when the cardholder is responsible for the vehicle, and the following conditions are met, you may charge them for the deductible amount of your own CDW/LDW:

- The cardholder consented in writing to pay such charges with their Visa card. (This consent can be a part of your rental agreement. You should make the cardholder aware that they are agreeing to pay these charges.)
- The charge is submitted within 90 calendar days of the date of the transaction.
- The charge is submitted as a separate transaction with the words "Signature on File".
- You obtain an authorisation for the charges if the transaction amount is above your floor limit.

In the case of any disputes, you must provide:

- A copy of the rental agreement.
- A copy of the appropriate section of your insurance policy indicating the amount of the cardholder's deductible.
- An itemised repair bill from an organisation which can legally provide repair services in your country.

### Damage

You may charge a cardholder for any damage to a vehicle, provided that the damage has occurred during the time they were responsible for it, and the following conditions are met:

- The cardholder consented in writing to pay such charges with their Visa card. (This consent can be a part of your rental agreement. You should make the cardholder aware that they are agreeing to pay these charges.)
- The charge is submitted within 90 calendar days of the date of the transaction.
- The charge is submitted as a separate transaction with the words "Signature on File".
- You obtain an authorisation for the charges if the transaction amount is above your floor limit.
- A copy of the accident report is obtained from the responsible civil authority (if an accident report is required by the local civil authority).
- An itemised repair bill from an organisation which can legally provide repair services in your country is provided.

In case of disputes, you must provide:

- a copy of the rental agreement
- a copy of the accident report from the responsible civil authority (if an accident report is required by the local civil authority), and
- an itemised repair bill from an organisation which can legally provide repair services in your country.

### Other late charges

Where other legitimate additional charges (such as fuel, additional rental fees and insurance) are identified after the cardholder has left, then these should be submitted as a separate transaction, including the words "Signature on File" on the voucher.

