



## PRESS RELEASE

### DOLLAR AND THRIFTY KEEP CUSTOMERS MOVING WITH PASS24(TM)

TULSA, Okla., Sept. 18 /PRNewswire-FirstCall/ -- Dollar Thrifty Automotive Group, Inc. (NYSE: DTG), the parent company of Dollar Rent A Car and Thrifty Car Rental, today announced the launch of Rent A Toll Pass24(TM), an automatic toll payment system, which allows customers to travel uninterrupted on toll roads in the Dallas-Fort Worth metropolitan area.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20020412/DTGLOGO> )

"We strive to provide our customers with innovative services that make the most of their traveling experience," said Jay Foley, senior executive vice president of corporate operations for Dollar Thrifty Automotive Group. "Pass24 is a convenient time-saver that allows our customers to get to their destination without having to fumble for correct change or wait in line to pay their toll fee."

Dollar and Thrifty customers renting at Dallas Fort Worth International Airport or Dallas Love Field may utilize Pass24 for an additional fee of \$10 per day. The fee is added to your rental agreement for extra convenience. The service is also available at Thrifty Car Rental suburban locations in Irving (7770 Esters Blvd) and Plano (1703 N Central Expressway).

The fee includes all incurred toll charges while driving on any North Texas Tollway Authority (NTTA) road which are: Dallas North Tollway; President George Bush Turnpike; Addison Airport Toll Tunnel; and, Mountain Creek Lake Toll Bridge. Information about NTTA tollways can be found at <http://www.ntta.org> .

Pass24 allows drivers to use the express lanes, bypassing the crowded cash lanes and eliminate the need to carry exact change. Collection of tolls is tied to vehicle license plates and no electronic device is required. Customers who wish to utilize the service should request the service at the rental counter.

"Dollar Thrifty chose the Rent A Toll Pass24 service for its customer- friendly approach to the toll road solution," says Rick Welch, President and COO of Rent A Toll. "Our toll solution in the Dallas metroplex only requires an Opt-In signature at the rental counter -- there is no need for a toll transponder." Partnerships with the North Texas Toll Authority ensure that the latest in video technology is used to capture images of the Dollar Thrifty rental car as it passes through the toll facilities. This information is then shared with Rent A Toll who validates this information with a car renter's contract.

For more information about Dollar and Thrifty visit <http://www.dollar.com> and <http://www.thrifty.com> .

#### About Rent A Toll

Rent A Toll is a privately held technology company based in Plano, TX focused on simplifying toll road payments by car renters. The company was founded in 2004 with the premise that every traveler's time is valuable and that every traveler should have valid access to toll road express lanes. Every action by Rent A Toll is with the intention of delivering express lane payment possibilities to car renters. Rent A Toll is the solution leader with 14 patents pending in support of their technology. The company is aggressively pursuing a national roll-out of its toll payment solutions with availability beginning in September, 2006.

#### About Dollar Thrifty Automotive Group

Dollar Thrifty Automotive Group, Inc. is a Fortune 1000 Company headquartered in Tulsa, Oklahoma. Driven by the mission "Value Every Time," the Company's brands, Dollar Rent A Car and Thrifty Car Rental, serve value- conscious travelers in approximately 70 countries. Dollar and Thrifty have approximately 800 corporate and franchised locations in the United States and Canada, and they have operations at most major airports. The Company's more than 8,500 employees are located mainly in North America, but global service capabilities exist through an expanding international franchise network. For additional information, visit <http://www.dtag.com> .

SOURCE: Dollar Thrifty Automotive Group, Inc. and Rent A Toll LTD