DUE DATE
FEBRUARY 12, 2013

Need help or have questions?
• Read the accompanying information sheet(s) before answering the questions.
• Visit econhelp.census.gov
• Call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

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2 PHYSICAL LOCATION - Continued

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? 
(Mark "X" only ONE box.)

0041 ☐ Yes 0042 ☐ No 0043 ☐ No legal boundaries 0044 ☐ Do not know

C. In what type of municipality is this establishment physically located?  
(Mark "X" only ONE box.)

0046 ☐ City, village, or borough 0047 ☐ Town or township 0048 ☐ Other 0024 ☐ Do not know

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? 
(Mark "X" only ONE box.)

0011 ☐ In operation
0013 ☐ Temporarily or seasonally inactive
0014 ☐ Ceased operation - Give date at right
0015 ☐ Sold or leased to another operator - Give date at right

AND enter name and address of new owner or operator and Employer Identification Number (EIN) below:

0060 Name of new owner or operator
0061 EIN (9 digits)
0062 Mailing address (Number and street, P.O. Box, etc.)
0063 City, town, village, etc.
0064 State
0065 ZIP Code

0016 ☐ Other - Specify

4 MONTHS IN OPERATION

Number of months in operation during 2012 (If none, mark "X" and go to 50.) . . . . . . . . . . . 0002 ☐

CONTINUE ON PAGE 3
If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be rounded to thousands of dollars.

- If a figure is $2,035,628.79: Report → ☐
- If a value is "0" (or less than $500.00): Report → ☒

**SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

See information sheet(s) for general description.

- Include revenue derived from rentals and operating leases.
- Include, if you hold the leases, interest from capital, finance, and full-payout leases.
- Include, if you do not hold the leases, the fair sales value of merchandise marketed by your firm under capital, finance, or full-payout leases.
- Exclude revenue from sales of used equipment previously rented or leased to customers.

**EMPLOYMENT AND PAYROLL**

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer’s Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in 1.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company’s EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

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**5** SALES, SHIPMENTS, RECEIPTS, OR REVENUE

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ Bil.</td>
</tr>
<tr>
<td>0100</td>
<td>☐</td>
</tr>
</tbody>
</table>

**6** Not Applicable.

**7** EMPLOYMENT AND PAYROLL

A. Number of employees for pay period including March 12 0320 ☐

B. Payroll before deductions (Exclude employer’s cost for fringe benefits.)

1. Annual payroll 0300 ☐

2. First quarter payroll (January-March 2012) 0310 ☐

**8–18** Not Applicable.
19 KIND OF BUSINESS
Which ONE of the following best describes this establishment's principal kind of business in 2012?
(Mark "X" only ONE box.)

Passenger car rental and leasing
0700
532 111 00 1  □ Renting passenger cars, passenger vans, and sport utility vehicles without drivers on a short-term basis
532 112 00 1  □ Leasing passenger cars, passenger vans, and sport utility vehicles without drivers
486 320 00 2  □ Renting limousines with drivers
522 220 90 3  □ Third party financing of passenger car, passenger van, and sport utility vehicle leases

Truck rental and leasing
532 120 10 1  □ Renting trucks, including nonpassenger vans, buses, truck tractors, truck trailers, semitrailers, and storage semitrailers without drivers on a short-term basis
532 120 20 1  □ Leasing trucks, including nonpassenger vans, buses, truck tractors, truck trailers, semitrailers, and storage semitrailers without drivers
484 110 10 3  □ Renting or leasing trucks with drivers - local without storage
484 121 00 3  □ Renting or leasing trucks with drivers - except local
522 220 90 4  □ Third party financing of trucks, including nonpassenger van, truck tractor, truck trailer, semitrailer, and storage semitrailer leases

Other automotive rental and leasing
532 120 90 1  □ Renting and/or leasing utility trailers
532 120 90 2  □ Renting motor homes, travel trailers, and RV’s
531 120 10 3  □ Renting and/or leasing of mobile offices on site
532 490 20 4  □ Modular building rental/leasing (not on site)
777 530 00 2  □ Rental or leasing of other equipment - Specify equipment

Other business activities
522 220 90 5  □ Third party financing of other automotive equipment leases
775 000 00 1  □ Other kind of business or activity - Specify

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## CLASS OF CUSTOMER

Estimate the percentage of this establishment’s total revenue (reported in ①) by class of customer.

1. **Individuals**

2. **Federal, state, and local governments**

3. **All other**

4. **TOTAL**

<table>
<thead>
<tr>
<th>2012 Whole percent of revenue</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5350 %</td>
<td></td>
</tr>
<tr>
<td>5351 %</td>
<td></td>
</tr>
<tr>
<td>5352 %</td>
<td></td>
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<tr>
<td><strong>100 %</strong></td>
<td></td>
</tr>
</tbody>
</table>

### HOW TO REPORT PERCENTS

Percents should be rounded to whole percents. If figure is 38.76% of total sales: Report 39%

### DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sources of operating revenue for this establishment, either as a dollar figure or as a whole percent of total operating revenue (reported in ①). See HOW TO REPORT DOLLAR FIGURES on page 3 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

**Line 1 through line 3** - Report revenue from the rental and leasing of equipment **WITHOUT DRIVERS**, whether owned by this establishment or by investors. Include revenue derived during 2012 from leasing equipment under both maintenance and nonmaintenance operating leases. Interest revenue from financing leases should be reported on **line 8**.

**Line 4d** - Exclude the value of used equipment sold or traded for replacement, or sales of other capital assets. Include sales of vehicles acquired for the purpose of resale (not previously rented or leased by this company) as well as the fair market value of merchandise marketed in 2012 by your firm under capital, finance, or full-payout leases (if you do not hold the lease).

**Line 8** - Report all other sources of revenue here. For example: revenue from rental and leasing of automotive equipment **WITH DRIVERS** and interest revenue from financing leases.

<table>
<thead>
<tr>
<th>Description of sales, shipments, receipts, or revenue</th>
<th>2012 Report thousands of dollars OR whole percents. Estimates are acceptable.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ Bil.</td>
<td>Mil.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1. Rental and leasing of automobiles and light trucks</th>
<th>2012 Report thousands of dollars OR whole percents.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ Bil.</td>
<td>Mil.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>a. Rental, except leasing, of automobiles and light trucks</th>
<th>52501</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Leasing, except financial, of automobiles and light trucks</td>
<td>52502</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>c. Add lines 1a and 1b</th>
<th>52500</th>
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CONTINUE WITH 2 ON PAGE 6
## DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

<table>
<thead>
<tr>
<th>Description of sales, shipments, receipts, or revenue</th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ Bil.</td>
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<tr>
<td>2. Rental and leasing of heavy trucks, truck trailers, and buses</td>
<td></td>
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<tr>
<td>a. Rental of heavy trucks, truck trailers, and buses</td>
<td>52511</td>
</tr>
<tr>
<td>b. Leasing, except financial, of heavy trucks, truck trailers, and buses</td>
<td>52512</td>
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<tr>
<td>c. Add lines 2a and 2b</td>
<td>52510</td>
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<tr>
<td>3. Rental and leasing of motor homes, travel trailers, campers, and utility trailers</td>
<td></td>
</tr>
<tr>
<td>4. Automotive equipment (without drivers) rental and leasing related services</td>
<td></td>
</tr>
<tr>
<td>a. Protection plan</td>
<td>52531</td>
</tr>
<tr>
<td>b. Maintenance and repair and related services for automobiles, trucks and other road transportation vehicles, and motor homes, travel trailers and campers</td>
<td>52532</td>
</tr>
<tr>
<td>c. Warranty program</td>
<td>52533</td>
</tr>
<tr>
<td>d. Reselling services for merchandise, retail</td>
<td>52534</td>
</tr>
<tr>
<td>e. Add lines 4a through 4d</td>
<td>52530</td>
</tr>
<tr>
<td>5. Local passenger transportation by limousine and similar luxury vehicle</td>
<td>52540</td>
</tr>
<tr>
<td>6. Rental and leasing of home entertainment electric and electronic equipment, components, and accessories, except computers and peripherals</td>
<td>52600</td>
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<tr>
<td>7. Rental and leasing of household type appliances</td>
<td>52620</td>
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<tr>
<td>8. Other services - Specify</td>
<td>59810</td>
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<tr>
<td>9. TOTAL (Should equal if reporting in dollars.)</td>
<td>59990</td>
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</table>

**TOTAL:** 100

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23 25 Not Applicable.
26 SPECIAL INQUIRIES

A. SALES OF USED EQUIPMENT

Sales of cars, trucks, or vans to the general public which were previously rented or leased OR purchased for resale

Mark "X" if None

2012

$ Mil. Thou.

B. CAPITAL LEASES

(Capital leases - Include direct financing, leveraged, or sales-type leases.)

1. Report the revenue generated from the lease of assets to others under a capital lease in 2012

Mark "X" if None

2012

$ Bil. Mil. Thou.

2. Report the acquisition cost of all assets owned by this establishment that were leased to others beginning in 2012 under a capital lease

Mark "X" if None

2012

$ Bil. Mil. Thou.

3. Report the fair market value at the inception of the lease of all assets owned by this establishment that were leased to others beginning in 2012 under a capital lease

Mark "X" if None

2012

$ Bil. Mil. Thou.

C. FRANCHISE

1. Was this establishment operating under any trademark(s) authorized by a franchisor in 2012?

(Mark "X" only ONE box.)

- Yes - franchisee-owned establishment
- Yes - franchisor-owned establishment
- No

2. If yes, provide the trademark(s) below.

27-29 Not Applicable.
REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

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CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?
☐ Yes  ☐ No - Enter time period covered FROM Month Year TO Month Year

Name of person to contact regarding this report

Title

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<th>Month</th>
<th>Day</th>
<th>Year</th>
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Thank you for completing your 2012 ECONOMIC CENSUS form.

PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.