

# TRAVEL TALES

RENTING FROM DISCOUNT CAR AND TRUCK  
RENTAL IS THE PERFECT CHOICE -  
AND NOT JUST FOR ITS JEWISH ROOTS

By **MIKE COHEN**

**DISCOUNT CAR AND TRUCK RENTALS:** When deciding to rent a car while in Vancouver recently, we did so patriotically and went with the Canadian-owned Discount Car and Truck Rentals, grabbing a shuttle and picking up our vehicle in nearby Richmond.

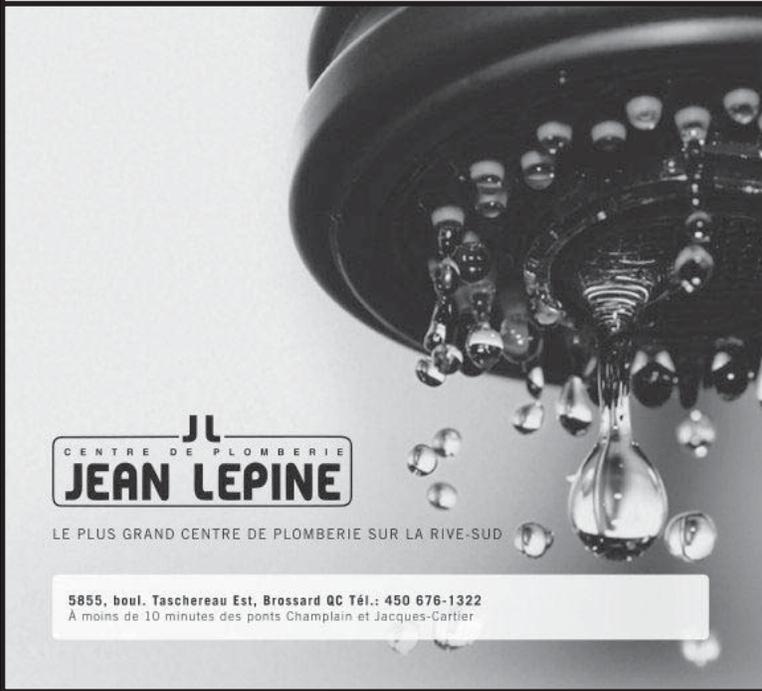
Corporately, Discount Car and Truck Rentals is Jewish-owned. It was established in 1980 in Hamilton, Ontario by Herb and Rhoda Singer. Still proudly run by the Singer family, Discount Car and Truck Rentals is the only national car and truck rental company that is owned and operated by Canadians. From the beginning, Discount set out to be the first car and truck rental company in Canada to focus on the insurance replacement business. That mission has greatly expanded over the years as Discount today offers industry leading car and truck rental services to all types of customers, including: leisure renters, commercial truck renters, dealership service centers, collision repair centers, and more.

**THE QUEBEC STORY:** Well before planning this trip I did my research and it was my fascination with the services offered by Discount Car and Truck Rentals in Quebec ([www.discountquebec.com](http://www.discountquebec.com)) that helped make my decision even easier and elimi-

The first thing I learned is how Discount Car and Truck Rentals in Quebec operates independently from the national brand. In a classic example of a franchise system, the operators in Quebec own and operate the franchise for the entire province of Quebec. Discount Car and Truck Rentals in Quebec carries cars of all types, and for every use, from small economical cars for the budget conscious renter, up to spacious and luxurious options for those special occasions.

A leader in the province of Quebec the company started out in 1985 serving the local market and quickly expanded to serving the automobile insurance replacement segment. Whenever a Quebec driver had an accident or had his or her car stolen, Discount was there to help the transition to a car repair or replacement. Quickly gaining the trust of insurance brokers and insurance companies, they were able to offer a replacement rental quickly and efficiently to victims of unfortunate circumstances. From there Discount expanded its clientele to include business renters, and opened the way for the eventual introduction of a commercial truck division with their acquisition of Monkland Car and Truck rentals.

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**TRAVEL TALES**  
*(Continued from page 14)*

**MANY LOCATIONS:** Whether it's for a holiday or a business trip, they boast an extraordinary network of over 160 locations across Quebec, which guarantees its users a wide range of vehicles to meet every need. Think about it - wherever you live across Quebec, chances are you are within a 5-10 minute drive from one of their locations.

Popular with people who participate in Quebec's famous 'Moving Day' every July 1, Discount is there to offer trucks and equipment to facilitate the move. The company in fact carries the largest variety of trucks over any of its competitors in the province, by far. In addition, it now leads the way in the rental of electric and Hybrid vehicles.

I met with Steven Lazaroff, current Director

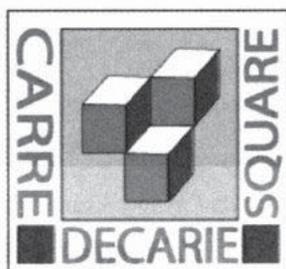
of Retail Sales for Discount in Quebec. A member of the management team since 1991 he was involved in the early stages of growth for the company. He worked in the front line customer service teams, and went on to sales representation in different markets like the local insurance replacement market, dealing with insurance adjusters, insurance brokers, automobile dealerships as well as locally owned bodyshops. After the acquisition of Monkland his career shifted to developing the truck market and local commercial business were attracted to the dedicated sales teams that he led.

**SELF-SERVE:** New for Discount Quebec is a self-serve kiosk at Plateau Mont Royal. If you have already reserved a vehicle, when you come to pick it

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up, the self-serve kiosk will speed up the rental process during busy periods, such as weekends. Just follow the instructions on the kiosk screen, and you'll be good to go in a few quick and easy steps. Once you're finished, a customer service agent will greet you at the counter to show you the inspection photos and hand over the keys to the vehicle.

**AT THE AIRPORT:** At Pierre Elliott Trudeau International Airport in Dorval, dial 1-888-335-5683 upon arrival at the terminal in order to signal your presence. Make your way to door 9 on the departure area of the airport for the Discount shuttle will pass by. The location is minutes away at 405 Avenue Michel Jasmin. Info:

(514) 631-1436. Family members visiting from Vancouver recently rented from Discount and they were very pleased.

**WEEKEND GET-AWAY:** Planning a weekend escape from the daily routine? Rent a car at a bargain price from Discount Car and Truck Rentals and enjoy the perfect long weekend. Wherever you roam, leave your car at home so you don't have to worry about the inevitable wear and tear on your vehicle. That's just one of the many benefits of a rental car!

*Mike Cohen can be reached at [info@mikecohen.ca](mailto:info@mikecohen.ca). Follow his travels on Twitter [@mikecohenCSL](https://twitter.com/mikecohenCSL) and at [www.sandboxworld.com/travel](http://www.sandboxworld.com/travel).*

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*MOST YOUNGSTERS AROUND THE WORLD GO to camp to play sports and sing songs around a campfire, Not so for Gaza campers. Contrary to summer camps where children enjoy a peaceful innocent time of their youth, these camps run by the Hamas terror networks take children from their parents and prepare them to fight the next*

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