

Ground Monitor 2025-2026

Car rental price forecasts by
Amex GBT Consulting



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Welcome to the Ground Monitor

Amex GBT Consulting's annual forecast of global car rental rates. Here, you can find our analysis of the factors driving prices and strategic insights to help you build a stronger ground program.

At the start of 2025, car rentals were showing signs of returning to normality after several years of upheaval. Demand and supply were finding an equilibrium. The established rental brands were still in place. The supply chain issues that pushed up prices had receded. Against this background, we were expecting car prices to level off in 2025-2026, extending a trend established last year.

With uncertainty over US tariffs, and their impact on supply chains and the global economy, it's even more complex than usual to make predictions. This means we will not provide single forecast values in this edition of the Ground Monitor. Instead, we will offer a forecast range for each country.

Global uncertainty underlines the importance of having a managed ground program. Amex GBT Consulting can work with you to build a ground program that's aligned with your company's business goals and helps you drive real value.



Sara Andell

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To learn more about how Amex GBT Consulting's ground team can help you build a stronger car program.

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Global car price forecasts

North America

Canada
+2.5% to +3.0%

United States
+1.5% to +1.9%

Latin America

Argentina
+5.0% to +7.0%

Brazil
-3.0% to +3.0%

Chile
0.0% to +5.0%

Europe

France
+3.0% to +5.0%

Germany
+3.0% to +5.0%

United Kingdom
+5.0% to +7.0%

Asia-Pacific

Australia
+3.0% to +7.0%

Methodology

We used Prophet time series modeling to generate the car rental price forecasts in Ground Monitor 2025-2026. The data for the analysis came from American Express Global Business Travel's (Amex GBT) vast data lake. Inflation and GDP forecasts are from the International Monetary Fund (IMF). Prices throughout are in local currency. The Ground Monitor covers only those countries where Amex GBT has sufficient car rental data to drive the forecast model.

Canada
+2.5% to +3.0%

United States
+1.5% to +1.9%

North America

Strong supply in North America should keep a lid on rental price rises. In the US, we expect price increases to moderate, following the trend established last year. This forecast could be blown off course by the impacts of trade tariffs on the wider US economy and the car rental sector. While rate increases in Canada will outpace those in its southern neighbor, prices will rise more slowly than in 2024-2025.





2025-2026
car rental
price forecast

Latin America

Rental prices in Latin America are forecast to cool, not least in Argentina where anticipated price rises have dropped from double digits last year. This downwards trend mirrors the steep fall in Argentina's inflation rate, which has fallen from the historic highs seen in recent years.¹ Currency volatility, potentially impacting the cost of importing vehicles and parts, could push rates upwards.

In Brazil and Chile, prices are anticipated to rise slower than last year but there is significant spread in the forecasts, again because of potential currency volatility.

Brazil
-3.0% to +3.0%

Chile
0.0% to +5.0%

Argentina
+5.0% to +7.0%

Europe

Europe presents a mixed outlook in 2025 – 2026. Prices in the Netherlands, Nordics, and France should be relatively stable. Belgium and the UK could see significant increases. Government electric vehicle (EV) mandates could put upwards pressure on prices in the UK, as could corporates' preference for using delivery and collection services.

Car rental price rises in Germany could be driven by sustained demand for internal combustion engine (ICE) vehicles.² We expect prices for EVs to vary between providers. Repairs are a major cost driver; corporates with a low damage ratio could be able to achieve lower rates.

Watch out for the impact of seasonality in Europe where leisure demand during the spring and summer peaks can drive double digit rate spikes.³ Sourcing your program on key volume cities can help protect against these spikes by fixing negotiated rates.

Nordics
0.0% to +2.0%

United Kingdom
+5.0% to +7.0%

Netherlands
0.0% to +2.0%

Belgium
+4.0% to +6.0%

Germany
+3.0% to +5.0%

France
+3.0% to +5.0%





2025-2026
car rental
price forecast

Asia-Pacific

Australia could see car rental prices rise in 2025-2026 by as much as +7.0% at the top of our forecast range. As elsewhere, the actual rise will depend on the fleet mix of your rental provider and your most popular locations. Corporates operating in remote mining locations, where choice and competition between providers is limited, could face higher price increases.

While India and China are important business travel destinations, Ground Monitor does not provide rental price forecasts for these countries. Driving in China is not straightforward for visitors; you will need a Chinese driving license and international driving permits are not recognized.⁴ Driving in India is not recommended; the US State Department advises using a local driver.⁵

Australia
+3.0% to +7.0%



Optimizing your car program

You'll need a car program if you want to successfully navigate today's volatile sourcing landscape. The ground experts at Amex GBT Consulting highlight best practices to help you build a strong and agile program.

Get closer to preferred rental partners

Developing closer relationships with your key car rental partners is key to helping you source for best value and get the cars you need, in your priority locations, all year round. This is especially valuable when peak leisure demand impacts the price and availability of cars for corporate customers.

Working with your car rental provider as a partner can also support EV adoption in your program; if you can commit to demand, the rental partner can offer competitive pricing and help with driver education.

Criteria for selecting a corporate car rental partner include coverage, pricing, service and willingness to collaborate. In today's unpredictable landscape, you should also consider fleet stability. Some providers lease the bulk of their rental fleet; these providers may have limited ability to flex when the environment changes (if, for example, there are supply chain issues). Providers that own a larger proportion of their fleet may have greater ability to provide you with the cars you need, when and where you need them.

Explore opportunities to align rentals and fleet

It makes sense to align your car rental program and fleet management. Working with a single provider for both can help you achieve better value for money and availability.

In most companies, fleet and car rentals are often managed by different departments; driving alignment may mean the car program owner working with peers in finance, HR, procurement, legal or operations to set up the governance and drive the negotiations with the mobility provider. Doing so can deliver benefits for your company as a whole and help you increase your visibility and influence.

Time to drop delivery and collection?

Delivery and collection – where the rental provider drops off the car to the driver’s location – is a popular option in Germany and the UK. But it’s a personnel-intensive operation for providers who continue to face staff shortages. In our experience, providers are keen to move away from this model; they want to pick up drivers rather deliver cars. If you are prepared to work with them, you could access better prices.

Coverage is a factor here; providers with coverage beyond metro hubs and airports can balance reduced cost with traveler experience.

Make room for ride-share

Challenges to policy compliance and duty of care held back ride-share in the corporate arena. But we think you should consider adding ride-share options to your ground program. Working with these companies can give data that’s not always easy to access from expense management tools; every receipt for a ride-sharing journey is electronic, with pick-up points, destinations and costs all clearly detailed.

Traveler preference is an important factor. Many travelers, especially Gen Z (employees aged 18 – 29 years), are familiar with using ride-sharing services from their personal lives and want to be able to use the same modes when travelling for work.

Autonomous Vehicles (AVs) may be closer than they appear

Autonomous or so-called driverless vehicles are now a reality in some countries; it is estimated that more than one million taxi rides in autonomous vehicles, with no safety driver, are being completed each month.⁶

So, will we see AVs embraced by corporate programs in the next year? We think that’s optimistic - regulatory and legal challenges remain barriers to widespread adoption.⁷ But you can get ahead of the curve by thinking now about what AVs could mean for your travel policy, particularly when it comes to risk and insurance.



To learn more about how Amex GBT Consulting’s ground team can help you build a stronger car program.

Get in touch

3 tips to get a better deal for smaller programs

Companies with smaller car programs can achieve savings by thinking and acting strategically. The Amex GBT Consulting ground team offers three tips to help you drive value.

1

Don't spread your spend across multiple suppliers. Focus your budget on one – or at the maximum, two – car rental companies.

2

To identify your top car rental company or companies, consider which suppliers have a presence in the countries and locations where you need them.

3

Look at all the rental companies in your locality, even those you may not have worked with in the past, to find the best combination of fleet, service, value, and geographic coverage to fit your needs as your business grows.



References and acknowledgments

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About Amex GBT Consulting

Managed travel today is increasingly complex and key to delivering a growing set of business outcomes. Amex GBT Consulting works with you to optimize your travel program, from sourcing through to behavioral change, communications, sustainability and operationalizing with our team of expert outsourced consultants. Using our proprietary technology tools and data analytics, we can help you increase compliance, improve the travel experience, and unlock opportunities in your program.

To discover how Amex GBT Consulting can help you achieve your business outcomes.

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About Amex GBT

American Express Global Business Travel (Amex GBT) is a leading software and services company for travel, expense, and meetings & events. We have built the most valuable marketplace in travel with the most comprehensive and competitive content. A choice of solutions brought to you through a strong combination of technology and people, delivering the best experiences, proven at scale. With travel professionals and business partners in more than 140 countries, our solutions deliver savings, flexibility, and service from a brand you can trust – Amex GBT.

About Ground Monitor 2025-2026

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