



Media Contact:

Chris Payne
(918) 669.2236
chris.payne@dtag.com

FOR IMMEDIATE RELEASE

Dollar Rent A Car and Thrifty Car Rental Expand in S. Africa

TULSA, OKLAHOMA, June 25, 2008: Dollar Thrifty Automotive Group, Inc. (NYSE: DTG) today announced that its successful value brands – **Dollar Rent A Car** and **Thrifty Car Rental** – are expanding their presence in **South Africa** with the addition of three new airport locations.

Springs Car Wholesalers CC – the franchise owner of Dollar and Thrifty in South Africa – was awarded in-terminal desks at **George, East London** and **Bloemfontein airports**. All locations are dual-branded facilities and feature both the Dollar Rent A Car and Thrifty Car Rental brands. In addition, Dollar and Thrifty will continue to operate six in-terminal airport locations in **Cape Town, Johannesburg, Port Elizabeth, Durban, Pretoria** and **Krueger Park** after their bid was accepted by the Airport Company of South Africa (ACSA); the company has operated in these locations for the last five years.

“We are delighted and overwhelmed that our strategy for 2008 has exceeded expectations,” said Yunus Moolla, Managing Director of Dollar Thrifty South Africa. “Our ranking as one of the Top Five suppliers in South Africa helped us not only to capture these three new airport positions, but to retain our presence in other key markets. Our success provides us with a foothold that will allow us to expand our network nationwide and to offer our customers more choice and greater service.”

Springs Car Wholesalers CC (a division of the Safy Group) acquired the South African and Namibian franchise for Dollar Rent A Car and Thrifty Car Rental in May 2002. Dollar and Thrifty in South Africa feature a fleet of more than 2,500 late-model, low-mileage cars, each no more than one year old. In 2007, the company won the prestigious ACSA Feather Award for customer service.

“We are proud to have such fine representatives flying the Dollar and Thrifty flags in South Africa,” said Jeff Cerefice, Vice President, DTG Global Franchise Operations and Development. “They have a real heart for providing customer service that keeps travelers coming back.”

(more)

For reservations, contact:

Dollar Rent A Car: In South Africa, visit www.dollar.co.za or call 086-100-2111. In the U.S., visit www.dollar.com, call 1-800-800-6000 or consult a professional travel agent.

Thrifty Car Rental: In South Africa, visit www.thrifty.co.za or call 086-100-2111. In the U.S., visit www.thrifty.com, call 1-800-THRIFTY or consult a professional travel agent.

Dollar Rent A Car and Thrifty Car Rental are South African Black Empowerment entities, and are proud to be part of the transformation process. Management is committed to the promotion and engendering of fair business and a moral ethos in the workplace.

About Dollar Thrifty Automotive Group, Inc.

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 over 800 corporate and franchised locations in the United States and Canada, operating in virtually all of the top U.S. and Canadian airport markets. The Company's approximately 8,500 employees are located mainly in North America, but global service capabilities exist through an expanding international franchise network. For additional information, visit www.dtag.com, www.dollar.com or www.thrifty.com.

###