

# SubscriberWise®

*Risk Management Solutions for the Communications Industry*

## SubscriberWise Founder Urges Consumers to Carefully Scrutinize Vehicle Condition Following Avis Rental

*David Howe, SubscriberWise founder and Enterprise Holdings fraud victim, offers urgent reminder to document prior damage with photographs and written documentation following Avis rental.*

April 10, 2017

**WEST PALM BEACH, FL**-- SubscriberWise, the nation's largest issuing CRA for the communications industry and the leading advocate for children victimized by identity fraud, announced today the urging to all consumers who plan to obtain a car rental to exercise extraordinary diligence with the notation of pre-existing damage. This critical announcement follows two -- back-to-back -- Avis Car Rental vehicles that company founder David Howe was asked to drive, each containing significant damage and unacceptable condition. The condition was documented with each vehicle in its assigned space, located at the Avis rental lot at the West Palm Beach International Airport on Monday, April 10, 2017.

"Today I scheduled a one-way rental from West Palm Beach International Airport to SW FL Fort Myers International Airport," said David Howe, SubscriberWise founder and Enterprise Holdings fraud victim. "Although there was nothing predatory or criminal with this rental, the condition of the vehicles that I was asked to rent left me speechless.

"Upon the initial walkaround of the first vehicle, I noticed damage to the driver-side door panel. I immediately launched my camera and took several photographs.



“As I continued to walkaround, I was shocked to find the left-side driving light entirely missing from the vehicle,” Howe exclaimed!



“Again, I took a number of photos.

“Next, I returned to the Avis counter and informed the agent about this unacceptable condition. I also informed the agent that I would not drive the vehicle.

“While waiting for another vehicle, I asked the agent if there’s evidence in the Avis system that the vehicle had substantial and pre-existing damage. The agent explained that he did not have access to this information. I expressed my concern after hearing this response. I reminded the agent that, had I not carefully inspected the vehicle and drove off without noting the damage, I could have easily been responsible when – undoubtedly – the pre-existing damage would have been discovered at check-in.

“The agent then provided me the keys to another vehicle and I returned to the lot,” continued Howe.

“Once again I started the walkaround. And once again I found, and documented, remarkable damage to the vehicle.

“Damage that would not qualify as ‘wear and tear’ and could easily leave an unsuspecting renter in a world of financial distress,” Howe added.

“Notice the alignment of the fender. It’s clearly damaged.



“And notice the extensive scrape on the front bumper.



“As part of my extraordinary inspection process, which follows a criminal encounter last October with National Car Rental at the SW FL Fort Myers International Airport

(<http://www.businesswire.com/news/home/20161212006296/en/U.S.-Credit-Czar-SubscriberWise-Founder-David-Howe>), I now even get on my hands and knees to carefully inspect the undercarriage.

Related: [Howe's Rental Car Checklist](#)

"And I'm so thankful I did exactly that," emphasized Howe.

"The car had a very obvious plastic piece that was hanging loosely and could have easily been ripped from the car during normal driving.

"The picture is worth a thousand words.



Related: [Sanibel couple charged for under-car damages to rental](#) (Wink News)

"I returned to the counter, this time angry and agitated. I provided my business card to the counter agent and informed him that I intended to notify the Florida Attorney General about this unacceptable condition that could harm consumers who just got in the vehicle and drove away without careful documentation.

"Another agent heard the conversation and came over to the counter. She said I simply needed to document all the damage with the booth agent at check-out. She then told me to 'have a nice day' and sent me on my way.

"Today I'm urging consumers to take the car rental pre-inspection very seriously. As it stands today, consumers are assuming significant liability if they fail to exercise diligence and document pre-existing damage with photographs and written documentation.

“Yes, it’s time for Congress to enact consumer protections and establish generally accepted standards for the car rental industry,” Howe concluded.

**About SubscriberWise ([www.subscriberwise.com](http://www.subscriberwise.com))**

SubscriberWise® launched as the first issuing consumer reporting agency exclusively for the cable industry in 2006. The company filed extensive documentation and end-user agreements to access TransUnion’s consumer database. TransUnion approved the request as part of a pilot project in 2007. In 2009, SubscriberWise and TransUnion announced a joint marketing agreement for the benefit of America’s cable operators. Today SubscriberWise is a risk management preferred-solutions provider for the National Cable Television Cooperative.

SubscriberWise was founded by David Howe, who is a consultant and credit manager for MCTV, where he has remained employed for two decades. At MCTV, Howe manages the bad debt and equipment losses on annual sales in excess of \$60 million. His interest in credit began in 1986 as a 17-year-old student in high school. Today, Howe is the highest FICO and Vantage Achiever in the worldwide history of global banking and finance.

Over the past decade, Howe has been consulted by every leading communications operator in the country. Howe’s passion with credit and risk management can be found everywhere in the industry. Today, SubscriberWise touches a U.S. consumer every minute of every hour of every day.

Having directly prevented more child identity thefts than any single individual including law enforcement professionals nationwide, David Howe is recognized as one of the most productive and engaged child identity theft experts of the 21st century. Howe’s expertise on the subject of identity theft has been shared with virtually all levels of law enforcement agencies. In 2014, Howe was contacted by IBM’s RedCell Counter Fraud and Financial Crimes Intelligence organization for information concerning child identity fraud.

SubscriberWise contributions to telecom are quantified in the billions of dollars annually.

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