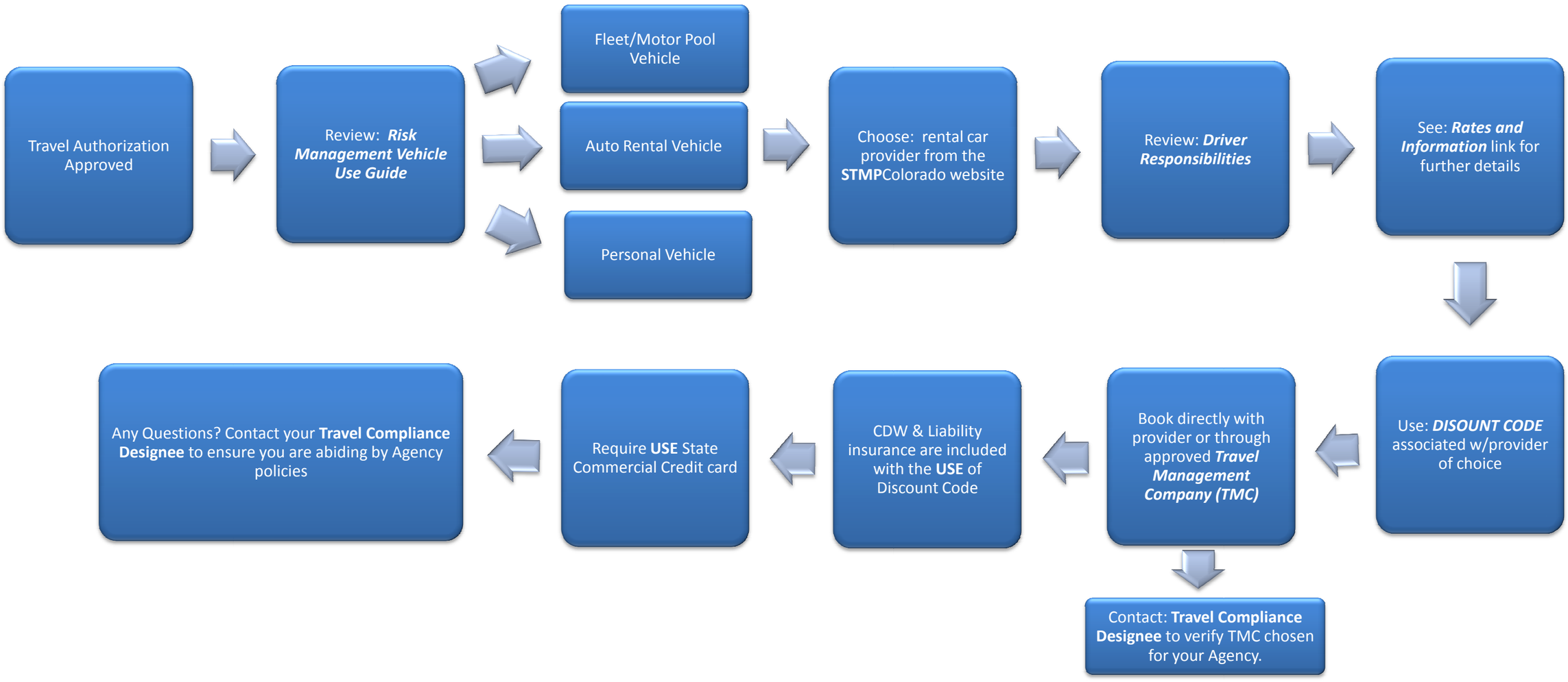Auto Rental Segment