



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM

RE-53201 (10-27-2011)

2012 ECONOMIC CENSUS

Rental and Leasing of Automotive Equipment (Without Drivers)

OMB No. 0607-0931: Approval Expires 12/31/2013

DUE DATE
FEBRUARY 12, 2013

(Please correct any errors in this mailing address.)

Need help or have questions?

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** econhelp.census.gov
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

RE-53201

**INFORMATION COPY
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Report Online - It's fast and secure!
Go to: econhelp.census.gov

- OR -

Mail your
completed
form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

☒ 0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 ☐ Yes - Go to **2**

0022 ☐ No - Enter current EIN (9 digits) —————→

0025 -

2 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address?
(P.O. Box and rural route addresses are not physical locations.)

0031 ☐ Yes - Go to line B

0032 ☐ No - Enter —————→
physical
location

0035 Number and street

0036 City, town, village, etc.

0037 State

0038 ZIP Code

-

CONTINUE WITH **2** ON PAGE 2

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

53201018

2 PHYSICAL LOCATION - Continued

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?
(Mark "X" only ONE box.)

0041 ☐ Yes 0042 ☐ No 0043 ☐ No legal boundaries 0044 ☐ Do not know

C. In what type of municipality is this establishment physically located?
(Mark "X" only ONE box.)

0046 ☐ City, village, or borough 0047 ☐ Town or township 0048 ☐ Other 0024 ☐ Do not know

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012?
(Mark "X" only ONE box.)

0011 ☐ In operation

0013 ☐ Temporarily or seasonally inactive

0014 ☐ Ceased operation - Give date at right →

0015 ☐ Sold or leased to another operation - Give date at right
AND enter name and address of new owner or operator
and Employer Identification Number (EIN) below ↴

Month	Day	Year

0060 Name of new owner or operator

0061 EIN (9 digits)

		-						
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0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.

0064 State

0065 ZIP Code

						-			
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0016 ☐ Other - Specify →

0815

4 MONTHS IN OPERATION

Mark "X"
if None

2012
Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002

☐

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53201026

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

**HOW TO
REPORT
DOLLAR
FIGURES**

Dollar figures should be **rounded** to **thousands** of dollars.

If a figure is **\$2,035,628.79**:

Report → ☐

If a value is "0" (or less than \$500.00):

Report → ☒

Mark "X"
if None

2012		
\$ Bil.	Mil.	Thou.

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

See information sheet(s) for general description.

- Include revenue derived from rentals and operating leases.
- Include, if you hold the leases, interest from capital, finance, and full-payout leases.
- Include, if you do not hold the leases, the fair sales value of merchandise marketed by your firm under capital, finance, or full-payout leases.
- Exclude revenue from sales of used equipment previously rented or leased to customers.

Revenue 0100 ☐

Mark "X"
if None

2012		
\$ Bil.	Mil.	Thou.

6 Not Applicable.

7 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in 1.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

Mark "X"
if None

2012		
Number		

A. Number of employees for pay period including March 12 0320 ☐

B. Payroll before deductions
(Exclude employer's cost for fringe benefits.)

Mark "X"
if None

2012		
\$ Bil.	Mil.	Thou.

1. Annual payroll 0300 ☐

2. First quarter payroll (January-March 2012) 0310 ☐

8-18 Not Applicable.

19 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?

(Mark "X" only ONE box.)

Passenger car rental and leasing

- 0700
- 532 111 00 1 ☐ Renting passenger cars, passenger vans, and sport utility vehicles **without drivers** on a short-term basis
- 532 112 00 1 ☐ Leasing passenger cars, passenger vans, and sport utility vehicles **without drivers**
- 485 320 00 2 ☐ Renting limousines **with drivers**
- 522 220 90 3 ☐ Third party financing of passenger car, passenger van, and sport utility vehicle leases

Truck rental and leasing

- 532 120 10 1 ☐ Renting trucks, including nonpassenger vans, buses, truck tractors, truck trailers, semitrailers, and storage semitrailers **without drivers** on a short-term basis
- 532 120 20 1 ☐ Leasing trucks, including nonpassenger vans, buses, truck tractors, truck trailers, semitrailers, and storage semitrailers **without drivers**
- 484 110 10 3 ☐ Renting or leasing truck **with drivers** - local **without storage**
- 484 121 00 3 ☐ Renting or leasing trucks **with drivers** - except local
- 522 220 90 4 ☐ Third party financing of trucks, including nonpassenger van, truck tractor, truck trailer, semitrailer, and storage semitrailer leases

Other automotive rental and leasing

- 532 120 90 1 ☐ Renting and/or leasing utility trailers
- 532 120 90 2 ☐ Renting motor homes, travel trailers, and RV's
- 531 120 10 3 ☐ Renting and/or leasing of mobile offices **on site**
- 532 490 20 4 ☐ Modular building rental/leasing (not on site)
- 777 530 00 2 ☐ Rental or leasing of other equipment - *Specify equipment* ↴

0701

Other business activities

- 522 220 90 5 ☐ Third party financing of other automotive equipment leases
- 775 000 00 1 ☐ Other kind of business or activity - *Specify* ↴

0701

53201042



If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

20 CLASS OF CUSTOMER

Estimate the percentage of this establishment's total revenue (reported in 5) by class of customer.

1. Individuals 5350

2. Federal, state, and local governments 5351

3. All other 5352

4. **TOTAL**

2012			
Whole percent of revenue			
			%
			%
			%
1	0	0	%

21 Not Applicable.

HOW TO
REPORT
PERCENTS

Percentages should be rounded to whole percents.

If figure is **38.76%** of total sales: **Report** →

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2012			
Report thousands of dollars OR whole percents. Estimates are acceptable.			
\$ Bil.	Mil.	Thou.	Percent
			39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sources of operating revenue for this establishment, either as a dollar figure or as a whole percent of total operating revenue (reported in 5). See HOW TO REPORT DOLLAR FIGURES on page 3 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Line 1 through line 3 - Report revenue from the rental and leasing of equipment **WITHOUT DRIVERS**, whether owned by this establishment or by investors. Include revenue derived during 2012 from leasing equipment under both maintenance and nonmaintenance operating leases. Interest revenue from financing leases should be reported on **line 8**.

Line 4d - Exclude the value of used equipment sold or traded for replacement, or sales of other capital assets. Include sales of vehicles acquired for the purpose of resale (not previously rented or leased by this company) as well as the fair market value of merchandise marketed in 2012 by your firm under capital, finance, or full-payout leases (if you do not hold the lease).

Line 8 - Report all other sources of revenue here. For example: revenue from rental and leasing of automotive equipment **WITH DRIVERS** and interest revenue from financing leases.

Description of sales, shipments, receipts, or revenue		2012			
		Report thousands of dollars OR whole percents. Estimates are acceptable.			
		\$ Bil.	Mil.	Thou.	Percent
1. Rental and leasing of automobiles and light trucks					
a. Rental, except leasing, of automobiles and light trucks	52501				
b. Leasing, except financial, of automobiles and light trucks	52502				
c. Add lines 1a and 1b	52500				

CONTINUE WITH 22 ON PAGE 6

CONTINUE ON PAGE 6

53201059

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
2. Rental and leasing of heavy trucks, truck trailers, and buses				
a. Rental of heavy trucks, truck trailers, and buses 52511				
b. Leasing, except financial, of heavy trucks, truck trailers, and buses 52512				
c. Add lines 2a and 2b 52510				
3. Rental and leasing of motor homes, travel trailers, campers, and utility trailers 52520				
4. Automotive equipment (without drivers) rental and leasing related services				
a. Protection plan 52531				
b. Maintenance and repair and related services for automobiles, trucks and other road transportation vehicles, and motor homes, travel trailers and campers 52532				
c. Warranty program 52533				
d. Reselling services for merchandise, retail 52534				
e. Add lines 4a through 4d 52530				
5. Local passenger transportation by limousine and similar luxury vehicle 52540				
6. Rental and leasing of home entertainment electric and electronic equipment, components, and accessories, except computers and peripherals 52600				
7. Rental and leasing of household type appliances 52620				
8. Other services - Specify 				
. 59810				
9. TOTAL (Should equal 5 if reporting in dollars.) 59990				100

23-25 Not Applicable.

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

26 SPECIAL INQUIRIES**A. SALES OF USED EQUIPMENT**

Sales of cars, trucks, or vans to the general public which were previously rented or leased OR purchased for resale 5340

Mark "X"
if None

2012					
\$ Mil.			Thou.		

B. CAPITAL LEASES

(Capital leases - Include direct financing, leveraged, or sales-type leases.)

Mark "X"
if None

1. Report the **revenue** generated from the lease of assets to others under a capital lease in 2012 5401

2. Report the **acquisition cost** of all assets owned by this establishment that were leased to others beginning in 2012 under a capital lease 5402

3. Report the **fair market value** at the **inception** of the lease of all assets owned by this establishment that were leased to others beginning in 2012 under a capital lease 5403

2012					
\$ Bil.		Mil.		Thou.	

C. FRANCHISE

1. Was this establishment operating under any trademark(s) authorized by a franchisor in 2012?
(Mark "X" only ONE box.)

0237 ☐ Yes - franchisee-owned establishment

0238 ☐ Yes - franchisor-owned establishment

0239 ☐ No

2. If yes, provide the trademark(s) below. 7

0235

27-29 Not Applicable.

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REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

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30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

☐

Yes

☐

No - Enter time period covered →

FROM

Month

Year

TO

Month

Year

Name of person to contact regarding this report

Title

Tele-
phone

Area code

Number

Extension

Fax

Area code

Number

E-mail address

Date
completed

Month

Day

Year

Thank you for completing your 2012 ECONOMIC CENSUS form.**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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