

DENVER INTERNATIONAL AIRPORT



DENVER
THE MILE HIGH CITY

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July 1, 2016

Via Email Transmission to: mikeh@geniusventuresllc.com,
and through <https://support.turo.com/hc/en-us/requests/new>

Via Certified Mail: ✓ Michael S. Henderson
Genius Ventures LLC
d/b/a Turo Car Rentals
6122 S. Crestview St.
Littleton, Colorado 80120-2843

Turo
667 Mission St.
San Francisco, California 94105

Re: Illegal Rental Car Operation at Denver International Airport

It has been brought to the Denver City Attorney Office's attention that Turo is operating an off-airport car rental business at Denver International Airport ("DEN") through Mike Henderson at Genius Ventures. The information DEN has been given is confirmed by the Turo website: *See e.g.* <https://turo.com/airports> which identifies DEN as a Turo participant, and <https://turo.com/car-rental/co/denver/airport/den>. *See also* the attached Letter from Mike Henderson/Turo to "Airport parking companies."

Off-airport rental car companies may operate at DEN, though such operations require an off-airport operator's agreement and permit. **Turo holds no permit at DEN.** The permit includes a fee structure to support DEN operations that benefit your business; Turo is aware of these benefits, as Mr. Henderson mentions them in the attached letter (*e.g.*, shuttle service, security, and customer assistance).

In this case DEN has the additional concern of whether the TURO business model is legal in Colorado.

I am writing to direct to you to immediately cease and desist Turo's activities at DEN. If you wish to continue operations, please contact me at Debra.Overn@FlyDenver.com, and I will (1) listen to your legal position that your company is operating in Colorado legally, and (2) if the City Attorney agrees with your position, to then put a permit in place.

If you neither comply with this cease and desist demand nor contact me to obtain a permit, DEN will be forced to pursue further legal, regulatory, and other actions as needed against Turo, Genius Ventures, and Mike Henderson in his individual capacity.

Sincerely,

Debra Overn
Assistant City Attorney

cc: F. Alonzo, I. Tenenbaum - DEN



Dear Airport Parking companies :

US Airport Parking, The Parking Spot, Wally Park, and Canopy Airport parking –

BUSINESS OPPORTUNITY FOR AN ADDITIONAL \$5,000-\$8,000 of additional revenue this year!

Who Am I and what is the real opportunity? – I am currently a fleet owner with Turo.com with a total of five vehicles. Turo is a private car rental marketplace. You can think of Turo as a business model like Airbnb, except for cars. I'm also a strategic account with Turo and have special relationships with upper management as well as fellow Turo owners in the Denver marketplace.

I'm looking to create a win-win deal for myself and my renters. If a parking company could structure a good deal for owners that would compensate me, I'd be happy to look at selling a solution for the parking company to my fellow Turo owners.

Revenue generated per car that I currently own or manage

I currently use Waterway's monthly car wash pass at \$34 per month per car. This comes out to \$1980 per year. Estimated fees that I pay for parking per year are at around \$1,000. My renters probably pay \$2,000-\$4,000 per year. This parking money all currently goes to DIA for their Mt. Elbert and Pikes Peak parking lots.

Current system in place – About 90-95% of my rentals start and stop at DIA. Once a renter lands, they send me a text that they have landed. I tell them exactly where their car is located in the Pikes Peak lot. Renter takes shuttle to the lot. They text me a picture of them standing in front of the car and a copy of their driver's license. At that point I unlock the vehicle and they go on with their rental. When they return the car it sits in the Pikes Peak lot until the next renter picks it up. Hopefully they went by Waterway's and got the car washed. Why I chose the current system:

- 1) The shuttle to/from the terminal runs 24 hours a day
- 2) Security – Feel comfortable leaving the cars at DIA
- 3) DIA parking operations – great for help in finding the car

Desired system – Needs to have the current system in place or make it better for myself and the renter. Ideally would like to integrate the car wash into the parking so customers will always get into a clean car. Reserved parking would be nice. I'm looking to be able to save money and provide a better service.

Mike Henderson

303-949-5848 cell/text

mikeh@geniusventuresllc.com