



INSTITUTE OF THE  
MOTOR INDUSTRY



# Quality Assured Programme

Certificate in Vehicle Rental Operator Skills  
2019 exam syllabus



# Certificate in Vehicle Rental Operator Skills 2019 exam syllabus

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## Introduction

The examinations are designed to assess the skills of Rental Agents and those whose work requires them to undertake customer qualification and similar tasks. The certificates are awarded jointly by the Institute of Motor Industry (IMI) and the British Vehicle Rental and Leasing Association (BVRLA) and are based on a syllabus developed by the BVRLA and its members.

## Subjects

The subject areas examined are as follows:

- General Marketing
- Customer contact
- Customer qualification
- Legislation affecting rental companies
- Insurance practice
- Tariff interpretation
- Overseas rental and renters
- Light commercial vehicles up to 7.5 tonnes gross vehicle weight and minibuses with up to 17 seats

## Entry Requirements

It is strongly recommended that candidates consider attending a course of instruction prior to entry for the exam. Some candidates may attain the required level of knowledge from on-the-job training or experience. Many BVRLA member companies run structured training courses and the BVRLA runs Rental Operator Skills training courses on a regular basis throughout the UK.

## Exam Certification

There are FIVE examination papers, all are multiple-choice:

1. General Vehicle Rental Operations
2. Insurance Practice
3. Tariff Interpretation
4. Overseas Rental and Renters
5. Light commercial vehicles up to 7.5 tonnes gross vehicle weight and minibuses

The examinations are designed to test industry best practice and thus will not always reflect local practices, procedures and policies adopted by members.

Candidates must be successful in papers 1 and 2 and in EITHER 3, 4 or 5 to be awarded a pass. If a candidate fails ONE of the three papers necessary the failed paper may be re-taken within 12 months. Successful candidates are awarded a BVRLA IMI Certificate for passing.

If more than 12 months elapse before re-taking the failed examination paper, or if more than one paper is failed on the examination day, then no certificate will be issued. However, candidates may re-apply to sit papers 1 and 2 and EITHER 3, 4 or 5 in the future.

## Administration

The IMI/BVRLA examinations are administered by the BVRLA's Training team at:  
BVRLA, The Lodge, Badminton Court, Amersham, Bucks, HP7 0DD. Tel: 01494 545719

## Test Centres

The IMI/BVRLA Rental Operator Skills examinations take place at test centres around the country, according to demand. BVRLA members may apply to become a test centre and should contact the Training team for an application form.

The BVRLA approved test centre should nominate a representative to be responsible for running the examination, including the preparation of the examination room and receiving candidates:

- Exam room, i.e. desk layout, provision of clock, loan of stationery and equipment.
- Liaison with invigilator regarding start time, car parking and refreshments.

The BVRLA reserves the right to appoint an assessor to make an initial visit to the centre prior to granting approval to monitor facilities and advise on the running of the examination.

## Registering for the Examinations

- Candidates should contact BVRLA Training team to obtain details regarding exam dates and venues. Exams take place once a year, usually in November. The dates are published on BVRLA's website <http://www.bvrla.co.uk/service/course/rental-operator-skills-2018>
- All entries for the exam must be made through the BVRLA and are accepted up to four weeks before the exam date. Unfortunately, candidates cancelling after this date will not have their fees refunded. Fees are payable to 'BVRLA Services'.
- Once registered for the exam, a candidate number is issued. Candidates should quote this number in all correspondence with the BVRLA, together with the date of the examination and chosen venue.
- For Paper 3, Tariff Interpretation, candidates will be provided with vehicle rental tariffs which may differ in detail from those in use in the candidate's company. Candidates will not be allowed any tariffs which they use in their own company. If a pocket calculator is used for this paper it must be silent.

## Exam Results

Results will be sent directly to candidates or their training manager within four to six weeks of the examination date. Successful candidates will receive their award certificate within a further four to six weeks of receiving their results.

## Syllabus

To achieve the minimum standard of knowledge required by the vehicle rental industry for efficient and cost-effective operation, candidates must be competent in the following combination of papers. It is compulsory to sit papers 1 and 2, then a further paper must be chosen from the optional papers 3, 4 and 5. However, candidates can choose to take more than one of these optional papers if they wish.

## Paper 1

### General Vehicle Rental Operations – compulsory

#### Content

This paper consists of 60 multiple-choice questions to be completed in 60 minutes with four competencies to be demonstrated:

1. General marketing knowledge
2. Customer service skills
3. Customer qualification knowledge and skills
4. Knowledge of legislation affecting rental companies

#### 1. General Marketing

The candidate should be able to:

##### List the benefits of renting a vehicle:

- flexibility
- availability
- location
- value for money
- prestige of a new model
- high standards
- accessibility

##### Identify the customer's requirements:

- type of vehicle usage (business, pleasure or replacement)
- length of journey
- number of passengers
- volume of luggage
- vehicle specification
- taking vehicle abroad
- vehicle suitability

##### Describe methods of company promotion by reference to:

- rental station layout
- personal appearance of staff
- use of corporate identity
- promotional material
- BVRLA membership and code of conduct

Describe the benefits of additional services available:

- child seats
- satellite navigation

##### Understand the principles of the rate structure and charging:

- discounts
- commissions
- upselling
- upgrading
- best utilisation of rental fleet
- delivery and collection of vehicle

##### Identify the most appropriate rental rate for a customer by reference to:

- time and mileage rates
- unlimited mileage
- capped mileage
- corporate business rate
- one-way tariff
- local tariff
- fixed period tariff
- leisure rate
- weekend / special period tariff
- inclusive rates

## 2. Customer Service Skills

The candidate should be able to describe service delivery systems for customers, maintain service delivery if systems go wrong and maintain positive working relationships with colleagues.

### **Develop and maintain positive working relationships with customers:**

- present positive personal image to customer
- balance needs of customer and organisation
- respond to feelings expressed by the customer
- adapt methods of communication to the customer
- prestige of a new model
- high standards
- accessibility
- complaint handling

### **Improve service reliability for customers:**

- respond promptly to the service needs of customers
- use customer feedback to improve service reliability
- work with others to improve service reliability

### **Be effective on the telephone:**

- project a positive personal and corporate image
- listen to customer and summarise to confirm understanding
- question customer and explain additional services
- increase productivity by reducing call handling times
- close the conversation by asking for the reservation

### **Describe the benefits of customer insurance and damage protection programme:**

- collision and loss damage waivers (CDW and LDW)
- personal belongings insurance
- personal accident insurance
- customer's own insurance
- theft protection waiver

### **Describe the services generally included in the basic cost of rental:**

- time and mileage
- roadside assistance
- third-party insurance

Describe additional services commonly available from a rental company, such as:

- delivery of vehicle to customer
- collection of vehicle from customer
- customer can collect vehicle from one location and leave at a different location
- vehicle breakdown/recovery service
- customer pick-up service

### **Explain why it is important the customer understands the location and use of the vehicle controls:**

- safety
- type of fuel, CO2, Euro6,
- handbrake, foot brake, accelerator, clutch (manual models)
- gear change, manual and automatic
- electrics – ignition switch, glow plugs, lights, windscreen wipe/wash, horn, indicators, hazard lights
- locks – doors, bonnet, fuel cap, glove box, boot/tailgate, sunroof, windows
- in-car entertainment equipment
- anti-theft devices, i.e. double locks and immobilisers
- commercial vehicle tail lifts
- Responsibility for oil, Adblue, water
- awareness of vehicle height
- dashboard controls / symbols, warning lights
- handbook

Describe what action should be taken when checking-in vehicles post rental:

- vehicle inspection – prior and post rental
- completing an accident report form
- questions arising at the end of rental
- handling customer queries

### 3. Customer Qualification

The candidate must be able to:

**Describe the range and importance of information which can be obtained and interpreted from UK or EU driving licences, including counterpart:**

- driver details – name, address, date of birth, sex, signature, driver number
- types of vehicles the licence holder is entitled to drive
- endorsements / offence codes
- Security features

**Outline the importance of driving licence validity checks in relation to vehicle rental by reference to:**

- expiry date
- the vehicle groups which the holder is licenced to drive
- endorsements which might restrict holder's ability to rent
- driving experience
- comparison of licence signature with rental agreement signature
- comparison of licence age details with age on rental agreement
- photograph comparison
- driver licence counterpart details

**Explain the circumstances under which non-EU issued driver licences and international driving permits are accepted by UK rental companies by reference to:**

- issuing authority's location
- time limits affecting usage
- authorised driver/non-authorised driver

**State the documents required to establish primary and secondary identification:**

- bank card, credit card, passport, flight tickets, identity card
- heavy good vehicle (HGV) licence, major Corporation ID card, utility bills
- one signature and two separate documents stating renter's address
- photograph of prospective customer

**Explain methods of payment and how to ensure acceptability, including:**

- procedure in respect of payment, pre-payments and deposits
- authorisation procedure for credit/charge cards, credit accounts – is the card genuine?
- Security features
- anti-fraud precautions
- rental extensions
- customer-not-present transactions

**How to refuse a renter. Saying NO in a professional manner**

### 4. Legislation affecting rental companies

The candidate must be able to:

**Explain the legal responsibility of rental companies when renting vehicles by reference to:**

- roadworthiness of vehicles – construction and use regulations
- insurance cover to meet requirements of the road traffic act
- road fund licence (vehicle excise duty)
- driving licence – checks and validity in relation to vehicle being supplied
- Unfair Terms in Consumer Contracts Regulations 1999
- General Data Protection Regulation 2018
- The Goods Vehicles (Enforcement Powers) Regulations 2001
- Smoke-free laws in UK
- Disability Discrimination Act
- Consumer Credit Act

**State the legal standing of the rental agreement:**

- terms and conditions

**Explain the purpose of the 'Statement of Owner Liability' on the rental agreement and identify who is responsible for paying fixed penalty fines.**

**Asset protection: Explain how vehicle conversion differs from theft and state what actions should be taken to minimise the risk of vehicle theft/conversion, fraud and terrorist activity.**

- BVRLA Stolen Vehicle Reporting Guidelines
- Importance of robust customer qualification procedures, consistently applied
- Reporting suspicious behaviour
- Supporting law enforcement counter terrorism and communications campaigns

### Exam specification:

This paper consists of 60 multiple-choice questions, each worth one mark. Candidates must correctly answer at least 40 questions. The duration of this exam paper is 60 minutes.

<i>Topic</i>	<i>Competence</i>	<i>No. of questions</i>	<i>Total per topic</i>	<i>%</i>
<b>General marketing</b>	satisfying customer needs vehicle accessories company promotion principles of rental rates most appropriate rates	3 3 3 3 3	15	<b>25</b>
<b>Customer contact skills</b>	behaviour to customers converting enquiries into reservations benefits of CDW, TPW, PAI services included in basic cost of rental additional services vehicle controls	3 3 2 2 2 3	15	<b>25</b>
<b>Customer qualification</b>	information from driving licences driving licence validity checks non GB licences and international permits secondary identification documents payment methods acceptable	5 5 1 4 3	18	<b>30</b>
<b>Legislation</b>	legal responsibility of rental company rental agreement data protection owner liability conversion/theft fraud and counter terrorism est	3 2 3 2 2	12	<b>20</b>
<b>Total</b>			<b>60</b>	<b>100</b>



## Paper 2

### Insurance Practice – compulsory

#### Content

This paper consists of 20 multiple-choice questions, each worth one mark. Candidates must correctly answer at least 14 questions for a pass. The duration of this exam paper is 30 minutes. The candidate must be able to:

Understand the basic requirements of the road traffic acts with regard to insurance:

- describe the minimum legal insurance requirements as defined in current road traffic legislation
- identify the 'third party' in third-party insurance
- describe the action to be taken by renter and rental company in the event of an accident causing damage to property and/or persons

- medical health records
- previous accident history
- previous claims record
- taking a vehicle abroad

**Explain the implications of the use of customer's own insurance:**

- check evidence of customer's insurance
- check authority of person renting
- use of a letter of indemnity
- avoid risks of extension of rental period
- loss of use cover

**Describe the types of insurance available:**

- third party (statutory requirement)
- comprehensive
- passenger liability
- fire / theft
- personal accident and belongings insurance (PAI and PBI)
- windscreen cover
- customer own insurance

**Interpret the type of information contained in insurance documentation:**

- proposal forms
- claim forms
- cover note / certificate of motor insurance
- accident and damage reporting procedures
- insurance indemnity form (customer own insurance)

Explain Vehicle and Customer protection packages

- theft protection waiver
- collision and loss damage waiver (CDW and LDW)

**Describe the end of rental procedure:**

- vehicle check-in
- accident damage procedures/reporting
- note any damage, unauthorised changes to look and fabric of the vehicle and accessories

**Outline and give reasons for insurance limits, excesses and supplements often imposed by insurance companies:**

- driver's age
- driving record
- occupation i.e. principal actors, professional sportsmen, traders with fixed abode

#### Exam specification:

Topic	Competence	No. of questions
Insurance practice	minimum legal insurance requirement types and extent of insurance cover available	2
	types and extent of insurance cover available	3
	limits and excesses	5
	customer's own insurance	4
	required documentation	6
Total		20

## Paper 3

### Tariff Interpretation – optional

#### Content

This paper will consist of 20 multiple-choice questions, all worth one mark. Questions will be based on the tariff supplied in the examination and candidates must answer correctly 14 questions at least to achieve a pass. The duration of this exam is 30 minutes. Questions will relate to the following topics:

- time and mileage rates
- unlimited mileage
- VAT
- collision damage waiver
- personal effects insurance
- personal accident insurance
- loss damage waiver
- theft protection waiver
- excess payments / responsibility amounts
- fuel charges
- early termination/extension of rentals
- vehicle selection
- pre-payment, deposits, refunds
- total costs of rental
- European rental breakdown cover

## Paper 4

### Overseas Rentals and Renters – optional

#### Content

This multiple-choice paper consists of 20 questions, each worth one mark. Candidates must answer at least 14 questions for a pass. The duration of this exam is 30 minutes. The candidate must be able to:

#### Describe what advice should be given to a customer who intends to rent a car in the UK and then take it overseas:

- documentation – carry a copy of the rental agreement, explain vehicle registration document (V5C) not required, vehicle on hire certificate (VE103) in Europe is required
- legal requirements – special accessories, i.e. warning triangles, first aid kits, headlamp dim/dip arrangements, reflective jackets, snow chains
- clean air roundels
- use of tachograph
- insurance requirements
- accident claims reporting procedures – European Accident Statement
- waybills for minibus rentals

#### Describe the information which is required from an overseas customer prior to renting a vehicle for use in the UK:

- all the information for a normal domestic hire (customer qualification)
- EU issued driver licence verification
- international driving permit/international driving licence / national driving licence with translation
- passport and contact address

Explain vehicle protection packages for overseas rentals, such as European breakdown cover:

- provision of parts and service facilities
- repatriation of car in event of un-repairable damage
- repatriation of driver and passengers
- who is responsible for obtaining cover

### Exam specification

Topic	Competence	No. of questions
<b>Overseas rental and renters</b>	advice to customer taking UK rental vehicle overseas	<b>12</b>
	information required from overseas customers	<b>5</b>
	vehicle and customer protection packages	<b>3</b>
<b>Total</b>		<b>20</b>

## Paper 5

### Light Commercial Vehicles up to 7.5 tonnes gross vehicle weight (GVW) and minibuses with up to 17 seats – optional

#### Content

This multiple-choice paper consists of 20 questions, each worth one mark. Candidates must correctly answer at least 14 questions for a pass. The duration of the exam is 30 minutes. The candidate must be able to:

Identify and describe light commercial vehicle types and sizes by reference to:

- the difference between small, medium and large commercial vehicles (in terms of gross vehicle weight (gvw))
- vehicle body types and benefits of use

**Explain the legal responsibilities of rental companies when renting vehicles by reference to:**

- UK, EU and rest of world driving licence qualification – vehicles which can be driven on a standard licence, i.e. age restrictions
- tachographs – use of tachograph
- operator licences – when must a licence be held and by whom
- tail lift controls and hazard warning signs
- Euro CO<sub>2</sub> emissions standards

**Understand the requirements of the customer to enable the most suitable vehicle to be provided:**

- know your customer, i.e. private or business
- interpretation of licence entitlements (including pre-1997)

- understand the purpose for which the vehicle is being hired
- insurance options, customer's own insurance – age limits
- commercial vehicle counter-terrorism checklist
- taking the vehicles abroad, additional considerations

**Describe actions required for preparing a vehicle for rental and introduction of the renter to vehicle controls and safety features:**

- cleaning and vehicle maintenance – short-term rental
- vehicle maintenance during long-term rentals, i.e. oil, water, Adblue
- airbrakes, daily safety checks
- explanation of vehicle's controls, equipment and provision of technical advice
- terminology, i.e. payload, tonnage, gvw
- tail lift/crane for commercial vehicles
- location and use of controls
- working time directive
- driver responsibilities
- health and safety

#### Exam specification

Topic	Competence	No. of questions
Light commercial vehicles up to 7.5tonnes gvw	vehicle types and sizes	4
	explain the legal responsibility of a rental company	6
	identifying customer requirements	5
	vehicle safety and preparation for rental	5
<b>Total</b>		<b>20</b>