

Professional Car Sharing Investor Guide

Passive Income • Tax Advantages • Strategic Vehicle Selection



Why TTA Luxury

- One of the largest professional Turo co-host operations in Las Vegas.
- Investor-first model focused on performance, not guesswork.
- Full-service management: pricing, guests, maintenance, claims.
- Proven systems that outperform self-managed listings.

Case Study: Luxury SUV Performance

Vehicle: 7-passenger luxury SUV

Market: Las Vegas

Average Daily Rate: \$185

Average Days Rented / Month: 24

Estimated Monthly Net: \$2,400–\$3,200

Key Drivers: High tourism demand, optimized pricing, professional fleet management.

Understanding Turo Protection Plans

Plan	Host Earnings	Coverage Level
90% Plan	Highest Earnings	Lower protection, higher deductible
80% Plan	Balanced	Moderate protection & deductible
70% Plan	Lower Earnings	Highest protection, lowest risk

Section 179 & Bonus Depreciation

- Vehicles over 6,000 lbs may qualify for accelerated depreciation.
- Potential to deduct a significant portion of the purchase price in year one.
- Can offset income from other businesses or investments.
- Best suited for investors with active taxable income.

Choosing the Right Vehicle

- SUVs and Transit Vans; 7–10 seaters perform best in Las Vegas.
- Warranty coverage reduces downtime and risk.
- Neutral colors and dark interiors preferred.
- Avoid niche or low-demand models.

Next Steps

If you're considering placing a vehicle into a professionally managed fleet, the next step is to see if your vehicle qualifies. Visit our website to run the income estimator or submit the vehicle qualification form to speak with a fleet advisor.