



[ValRental.Club](#) (VAL)
A Lottery Token from a Real Company

Whitepaper

Val Car Rental is excited to announce the launch of ValRental.Club (VAL)
(August 12th, 2021)

We are a car rental company located in Mexico, currently with presence in Cancun
and Puerto Vallarta.

Your Best Car Rental Option is [ValRental.com](#)

Cancun
[Unidad 24,](#)
[Lote 8 Parque Logístico APQ,](#)
[San Miguel SM 301,](#)
[77569 Cancún, Q.R.](#)
Office: +52(998)267-7816
Whatsapp: +52(998)495-1516
cancun@valrental.com

Puerto Vallarta
[Ave, Blvd. Francisco Medina](#)
[Ascencio 8060,](#)
[Villa Las Flores,](#)
[48335 Puerto Vallarta, Jal.](#)
Office: +52(322)158-9983
Whatsapp: +52(322)158-9983
ventaspv@valrental.com

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Welcome to ValRental.Club (VAL), part of Val Car Rental SA de CV.

Hello, we'd like you to know our business before investing in our project, so we've decided to give you a bit of history of our company:

Val Rental was opened for business in Cancun, Mexico in the year of 2015. We started with only 14 vehicles but HUGE dreams and expectations!

By mid-2016 our business had grown more than 600% with over 90 vehicles and we decided to open operations in Playa del Carmen.

By the end of 2017, we had expanded our business to our third location, located next to the Puerto Vallarta International Airport. At this point, we had grown over 1,000% with over 150 vehicles divided between our 3 locations.

During the year 2018, we worked nonstop to position ourselves in the market, achieving important strategic alliances and continued purchasing more vehicles as needed. We reached 1,400% by the end of the year with 200 vehicles!

2019 was a consolidation year, we decided not to expand our operations for the time being and instead purchased 30% of City Car Rental (the Airbnb of Car Rentals). Due to our increasing demand for car rentals, we decided to focus all our efforts on our two main locations, Cancun, and Puerto Vallarta, and closed our Playa del Carmen office (temporarily). By the end of 2019, we had grown to 1,850% compared to 2015 with over 260 vehicles!

As we all know, 2020 was a very difficult year for everyone, but especially for companies/cities that depend on tourism. Unfortunately, due to the pandemic, our sales dropped by 96% from one month to the next forcing us to sell over 70% of our fleet from mid-2020 through to the beginning of 2021.

We believe that whatever doesn't destroy you makes you stronger, and we have not been defeated. We have learned a lot during these difficult times, and we have taken advantage of this "off-season" to restructure our company and come back much stronger! We believe every company needs to have constant upgrading and modernization to keep up with this crazy, globalized world we live in. This is how we came up with our new Cryptocurrency and Rewards program on which we are working on now!

We are very excited to be launching ValRental.Club (VAL) and VAL Points from which everyone who buys our token, and all Val Car Rental clients will benefit. 1% of Val Rental Services SA de CV earnings will be reflected in the [Burn Address](#) (DEAD wallet), ensuring a constant increase in our Tokens value, but we didn't want to stop there, so we will be holding constant "Lotteries" for all holders of our token, giving you all a chance to win a TRIP FOR 2 to the Riviera Maya, Mexico, all expenses paid for 6 nights at a 5-Star All-Inclusive Hotel, also including your car rental with Val Car Rental, a couple of day-passes to a Park or Cenote in addition to SPENDING MONEY so you don't have to worry about a thing on this amazing holiday prize!

In our willingness to evolve, we will be not only creating the VAL Token, but in the future, we're planning on releasing NFT's with exclusive discounts and prizes, our own exclusive rewards system, and many more things to come.

So, we'd like to thank you all, and we're available to answer any questions or concerns that you may have!

Sincerely,
Val Rental Management Team

Tokenomics

What are the tokenomics for VAL?

-  1,000,000,000 Total Supply (100% in circulation)
-  9% [VR Lottery Wallet](#)
-  3% [VR Marketing Wallet](#)
-  3% [Locked Liquidity](#)
-  2% Reflected to holders
-  1.5% [VR Development Wallet](#)
-  1.5% [VR Investment Wallet](#)

Why the tax distribution?

9% Lottery tax: Consider a purchase of the token as a lottery ticket, the difference is that if you have it in your possession you will enter ALL lotteries AND when you want to sell it, you can still get money back, not like every other lottery ticket that only works once.

3% Marketing tax: Everyone knows that every company needs marketing, and so do tokens! Especially with all those fake tokens out there, we need people to know that there's a REAL and LEGIT token in the market.

3% Liquidity Pool tax: The more money goes into our liquidity pool, the more our ground level price increases, ensuring holders will be benefited.

2% Reflection tax: We really wanted to benefit all our holders, not only by entering all lotteries but giving back to them!

1.5% Development tax: We are working very hard to get this project rolling, this includes the creation of our rewards system, telegram and chat supports, servers, upgrades, and much more which means hundreds of man-hours.

1.5% Val Rental Investment tax: Being a real company, we have created our token not only to benefit our customers and investors but to grow. We will be using this tax to expand, the more we expand/grow, the more money will go back into our token.

Our Project

VAL Token has initially been created as a Lottery Token with the following prize:

-  2-way flights for 2 to Cancun
-  6 nights at a 5 Star All-Inclusive Hotel in the Riviera Maya
-  Car Rental for 7 days
-  2 day passes to Xcaret/Cenotes
-  Spending money

In addition to our constant lotteries and reflections, because 1% of Val Car Rental sales are reflected in the [Burn Address](#) (DEAD wallet), holders will notice a constant increase in the value of their tokens.

Introduction

Problems

- We don't have enough vehicles to cover our demand, we have the customers and the means to get to new customers, but we haven't got enough vehicles.
- We lack a loyalty system.
- Most of our clients come back but there is high competition with every day lower prices, by offering rewards we can generate more loyalty from our new and existing clients.
- Buying Tokens may not be easy for anyone to do.

Background

- Due to the COVID-19 Pandemic, we had to sell 70% of our fleet.
- The COVID-19 Pandemic didn't only affect our company but all our competitors, which gives us a great opportunity to increase our position in the market.
- We have always focused on giving the best service possible to our clients which has greatly benefited our reputation, but there's always room for improvement and new areas of opportunity.

Solutions

- To create loyalty, we can give reward points that give our clients the opportunity of winning the lottery.
- VAL Tokens can also be redeemed as credit at Val Car Rental and/or our partner companies through Val Car Rental.
- Expansion of our company:
 - We have allocated a wallet with a 1.5% Tax for Val Car Rental Investments. This wallet will be used for purchase of vehicles and expansion to new locations.
 - By buying more vehicles we will increase our income which will increase revenue that will be reflect directly into the [Burn Address](#), there by elevating VAL Tokens floor price.
- New Reward system will be backed by the VAL Tokens sent to the [DEAD wallet](#).
 - By creating the VAL Rewards Points System, Val Car Rental will be obligated to add to the liquidity. Val Car Rental will need to “buy” VAL Points from our rewards system to be able to hand them out to our clients. This will be done by sending tokens to the [Burn Address](#) from the VR Investment Wallet or by purchasing tokens and sending them to the DEAD wallet.
 - Clients that receive VAL Points will also enter the lotteries with the tokens in the [Burn Address](#).
 - If the draw is won by the DEAD wallet, then we will have an internal draw for al Val Car Rental’s clients that have earned VAL Reward Points.
 - In future documents, we will expand on the VAL Reward Point System.
- Creation of NFT’s
 - Currently when people think of NFT’s they think of art or punks, this is far from what we have planned.
 - Types of VAL NFT’s:
 - Discount NFT for life at Val Car Rental, Val Mobility and partners!
 - We could even sell part of the company in NFT format (Not yet confirmed)
 - Other ideas to come.
- Tokenomics
 - Lotteries
 - Every time our Lottery wallet reaches our goal of \$6,000 we will livestream a lottery for a trip for 2 to the Riviera Maya in Mexico.
 - The winner of the lottery must take videos and photos for promotion of ValRental.Club (VAL)
 - Because not everyone may be eligible to travel, we will give an option to “Cash-Out”, Airdropping 70% of the prize to the winning wallet, and sending the remaining 10% to Liquidity ([Burn Address](#)), 10% for Marketing and 10% to VR Investments.

- All winners must be registered in our website to be able to get 100% of the prize, if a winning wallet is not registered and the prize is not claimed then 60% of the prize will be airdropped to the winning wallet, 10% to Liquidity ([Burn Address](#)), 10% to VR Investments and 10% for Development.
 - Registration must be done so our Developer can contact the winner and arrange the trip to the Riviera Maya in Mexico.
 - Participants must register on our website [ValRental.club](#) (at the final bottom of our website)
 - Wallet owners must be able to proof ownership of the wallet by sending at least 1 VAL Token to the Lottery Wallet.
 - Holders
 - Holders of VAL Tokens and VAL Points are our focus; we want to make sure you have the best experience.
 - We will always be transparent in our actions.
 - [VR Lottery Wallet](#)
 - Receives 9% of all transactions.
 - 0x9674FCD1635E9113D27CABDD077A7d0499Cb0C29
 - This wallet is excluded from any token Taxes.
 - Because the price will be impacted when taking out the \$6,000 in VAL Tokens for the lotteries, the tokens will be converted to BUSD before the lottery is held.
 - The prize can be changed before a lottery is done if voted so by a majority.
 - Partial lotteries may be held.
 - The VR Lottery Wallet will not sell tokens when there is a down trend in the price of VAL.
 - [VR Marketing Wallet](#)
 - Receives 3% of all transactions.
 - 0x76d69791BC850D792367f01d74988ff9383eB021
 - This wallet is excluded from any token Taxes.
 - When possible, the VAL Team will pay in VAL Tokens although in some cases VAL Tokens may need to be changed for BNB or BUSD for marketing payments that can include the following:
 - Posts (Videos, texts, news, etc.)
 - Airdrops of prizes
 - Collaborations
 - Links
 - Marketing in general
 - Etc.
 - The VR Marketing Wallet may need to sell tokens when there is a down trend in the VAL price but will only be done if we believe it will benefit VAL Token.
 - [VR Investment Wallet](#)
 - Receives 1.5% of all transactions.
 - 0xb3adFfc5Dff97F05ABC7d59Cf6E0aEa685Cc4d0b
 - This wallet is excluded from any token Taxes.

clients will also be able to buy tokens directly over the counter at Val Car Rental!

- Val Car Rental will buy tokens and transfer them to the clients that buys VAL Tokens over the counter,
 - This will make buying tokens for most clients a lot simpler and more convenient.
 - Val Car Rental will not pay taxes when buying VAL Tokens.
 - Val Car Rental will charge the usual 20% tax when sending the tokens to the over-the-counter clients; keeping 10% as a sales commission and the remaining 10% will be given to the employee of Val Car Rental who closes the sale.
 - Clients will pay taxes when/if they sell their VAL Tokens.
 - Both sales commissions will be paid in VAL Tokens.

Conclusions

Val Car Rental has always looked towards the future, we have many plans and aspirations, we'll do everything in our power to be in front of the competition. We believe every company must evolve if they don't want to stay behind and that's why we strive to keep ahead of the crowd.

We believe Cryptocurrencies, Tokens and NFT's will play a big part of our lives and that's why we feel it's time to integrate them into our company and our everyday operations.

By creating a rewards system that includes a Lottery Token, we'll be able to distinguish ourselves from the rest of the competition and give our clients and holders a new travel experience!

Join our community:

 [Telegram](#)

 [Tokens Website](#)

 [Telegram Channel](#)

 [Companies Website](#)

 [Twitter](#)