

**EXAMPLE 6** Using Promotional Codes

A car rental company offers 10% off the cost of any rental car. The company also sends you an email with a promotional code for 20% off. You decide to use both discounts to reserve a car online.

Promotional Code:

The regular price for renting a car is \$70 per day. What is the final price after both discounts?

**SOLUTION**

Begin by taking 10% off.



$$\begin{array}{l} \text{Original price} \quad \text{10\% discount} \\ \downarrow \quad \downarrow \\ 70 - 0.10(70) = 70 - 7 \\ = \$63 \end{array}$$

Then take 20% off.

$$\begin{array}{l} \text{Discounted price} \quad \text{20\% discount} \\ \downarrow \quad \downarrow \\ 63 - 0.20(63) = 63 - 12.60 \\ = \$50.40 \end{array}$$

The final price is \$50.40.

**✓ Checkpoint**

Help at [Math.andYOU.com](http://Math.andYOU.com)

Use the information in the article to estimate a shopper's hourly wage for clipping grocery coupons from newspapers. Explain your reasoning.

**Save Money by Using Coupons**

In 2009, about 367 billion coupons were distributed in the United States. Of these, about 3.3 billion coupons were redeemed.

Studies have shown that shoppers who spend 20 minutes per week clipping coupons can save up to \$1000 per year. That is a 20% savings for a family with a \$5000 annual grocery bill.

