

# Kirk Industries Inc. Announces Partnership with Turo to Revolutionize Rental Car Industry in Detroit

*Local Detroit builds powerhouse rental car company by himself*

DETROIT, MICHIGAN, UNITED STATES, April 4, 2024 /EINPresswire.com/ -- Kirk Industries Inc., a distinguished boutique investment firm headquartered in Detroit, Michigan, has unveiled a groundbreaking partnership with [Turo](#), the leading car-sharing platform, to disrupt the rental car industry. CEO Derrick Kirk has announced an initial investment of half a million dollars towards the establishment of a private-owned rental car service, aimed at providing affordable and accessible transportation options for the public in downtown Detroit.

This strategic collaboration marks a significant milestone for both Kirk Industries and Turo, as they embark on a mission to redefine the conventional norms of car rentals. The venture is poised to introduce a fresh approach to car-sharing, prioritizing affordability, convenience, and customer satisfaction.

Derrick Kirk, CEO of Kirk Industries Inc., expressed his enthusiasm about the partnership, stating, "Our collaboration with Turo signifies our commitment to addressing the longstanding issue of expensive rental car services. We believe that everyone deserves access to affordable transportation options, and we are determined to make that a reality."



The investment will facilitate the establishment of a private-owned fleet of rental cars strategically located in the heart of downtown Detroit, providing residents and visitors with convenient access to reliable transportation. Derrick Kirk emphasized that affordability will be a cornerstone of the initiative, with competitive pricing structures designed to cater to a diverse range of consumers.

"If this venture proves successful, we envision expanding our services to additional cities," Derrick Kirk added. "Our goal is to transform the rental car experience, making it more accessible and economical for individuals across various communities."

The partnership between Kirk Industries Inc. and Turo represents a pioneering step towards reshaping the rental car landscape, fueled by innovation and a shared commitment to customer-centric solutions. With a focus on affordability and accessibility, the collaboration aims to empower individuals with greater mobility options while fostering economic growth and development in Detroit and beyond.

For more information about Kirk Industries Inc. and its partnership with Turo, please visit [www.kirkindustries.co](http://www.kirkindustries.co)

About Kirk Industries Inc.: Kirk Industries Inc. is a boutique investment firm based in Detroit, Michigan, specializing in strategic partnerships and innovative ventures across various industries. Committed to driving positive change and fostering economic growth, Kirk Industries leverages its expertise and resources to support groundbreaking initiatives that make a lasting impact.

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