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## **Alamo Rent A Car to Launch Service on Molokai in June**

***Company intends to hire locally to staff growing operations***

**March 24, 2009, St. Louis** – Alamo Rent A Car announced today that it has successfully bid on and received airport car rental concession rights on the island of Molokai. Alamo, which has been operating in Hawaii since 1984, will expand its service to Molokai June 1. It is the sixth airport location for Alamo in Hawaii. Alamo already has locations at: Honolulu Airport, Lihue, Kauai Airport; Kahului, Maui Airport; Kailua, Kona Airport; Hilo Airport; and off airport in Kaanapali, West Maui; and Waikiki.

“We are looking forward to providing superior car rental service not only to vacationers, but also to our Molokai neighbors, which will include special Kama`aina pricing and corporate programs,” said Paul Kopel, Vice President and General Manager. “In addition, we intend to hire locally to staff our growing operations. This is a great opportunity to work with residents and become an integral part of the island communities we serve.”

According to Kopel, Alamo Rent A Car’s focus on customer service makes a noticeable difference to car rental customers, in large as well as small airports. “We use many tools to continuously improve customer service,” he noted. “For example, our Alamo Service Quality index (ASQi) program ensures employees make a positive impression on each customer, which is what drives complete satisfaction and builds long-term loyalty.”

In addition, Alamo regularly conducts Brand Integrity Assessments that require assessors to visit every location and evaluate customer service; bus service and condition; counter, return and exit booth service; brand image; facilities and wait times; and perhaps most importantly, vehicle cleanliness and condition.

“In fact, clean cars are a top priority for car rental customers everywhere,” Kopel said. “That’s why we also host a competitive car-cleaning event every year – to help our employees focus on meeting important objectives as well as to reinforce the importance of cleanliness throughout the entire car rental industry.”

( more )

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This year's event again pitted some of the best and fastest car washers against each other. Seven regional finalists had to cover three cars each – including the windshield, floor mats, trunk, tires, the seats and glove box – with only 15 minutes allowed per vehicle. Alamo's Antolino Paulis, from Honolulu, brought home the "Bronze" and a \$250 award for delivering one of the speediest yet most meticulous cleaning efforts in the country.

In 2007, Alamo Rent A Car, along with National Car Rental, was acquired by the Taylor family of St. Louis, who have owned and operated Enterprise Rent-A-Car since 1957. "Excellent customer service is the cornerstone of the Taylor family business," Kopel stressed. "So our collective work ethic is a real source of pride, and we're all eager to exceed the expectations of tourists as well as residents on Molokai."

**About Alamo Rent A Car**

Founded in 1974 and headquartered in St. Louis, Alamo Rent A Car is a value-oriented, internationally recognized brand serving the daily rental needs of airport leisure travellers. Alamo offers low rental rates and a fun, hassle-free customer experience at the most popular travel destinations throughout the United States, Canada, Mexico, the Caribbean, Latin America, Asia and the Pacific Rim. Alamo also is the largest car rental provider to international travellers visiting North America. In addition, it is part of a global strategic alliance with Europcar, creating the world's largest car rental network.

A technology innovator and industry leader, Alamo launched the industry's first real-time Internet booking engine in 1995 as well as the industry's first and only Online Check-In system in 2005. In addition, Alamo currently operates 159 self-service kiosks at 65 U.S. locations, which earned the company the "Extra Mile Award" from Budget Travel magazine in 2007.

Customers who book online receive Alamo's best rates always — *guaranteed*. In addition, customers who choose the "Prepay & Save" option when making their online reservation may receive an additional 10 percent discount. For more information about Alamo, including the Best Rate Guarantee, visit [www.alamo.com](http://www.alamo.com). For more information about Alamo's environmental platform, visit [www.keystogreen.com](http://www.keystogreen.com).

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