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FOR IMMEDIATE RELEASE

More Americans Taking to the Open Road For Independence Day Weekend

Enterprise Rent-A-Car sees double-digit increase in holiday reservations

June 25, 2009 (St. Louis) – Americans in increasing numbers are declaring their independence from the summer doldrums and preparing to take to the open road for the upcoming July 4 weekend. Enterprise Rent-A-Car, the nation’s largest car rental company, is seeing a double-digit increase over last year in neighborhood/non-airport reservations, along with a trend toward shorter, closer-to-home driving vacations.

“Americans have a long-running love affair with the automobile and the open road, and for more than 50 years Enterprise has been helping them discover America safely and economically,” said Steve Short, vice president of leisure business development for Enterprise. “Families are using the long Independence Day weekend to take old-fashioned ‘short burst’ vacations to beaches, state and national parks, amusement parks and metropolitan areas.

“In other words, people are discovering the multitude of attractions that are within a day’s drive from where they live,” Short added. “And by renting a car, they can get the cargo room they need for luggage and souvenirs and avoid putting extra miles on their own vehicles.”

The recent price at the pump – \$2.68, according to AAA – is 34 percent lower than at the same time last year and one reason road travel is more attractive this year. Gas prices hit a national average high of \$4.11 a gallon last July, causing drivers to seek more fuel-efficient vehicles. Enterprise operates 7,000 neighborhood and airport locations worldwide, with the largest number of fuel-efficient vehicles: 448,000 that average a highway fuel efficiency of at least 28 mpg and more than 229,000 that average 32 mpg or better. The company also operates nearly 100 hybrid branches.

In addition to escalating gas prices driving a trend toward greater fuel efficiency, the general economic downturn led to an increase in the average age of cars on the road.

“Today’s economy is forcing consumers to hold onto their cars longer than usual,” Short said. “A rental car makes sense for families for any number of reasons. They can avoid putting extra miles on their own car, make use of a larger vehicle with extra cargo room, take advantage of a more fuel-efficient car, or just enjoy a newer and more reliable one.”

(more)

About Enterprise Rent-A-Car

Founded in 1957 and headquartered in St. Louis, Enterprise Rent-A-Car is an internationally recognized brand with the largest fleet of passenger vehicles in the world today, more than 700,000 cars and trucks. Enterprise also operates a network of 7,000 neighborhood and airport rental locations in the United States, Canada, the U.K., Ireland, and Germany. Enterprise of North America is part of a global strategic alliance with Europcar, creating the world's largest car rental network.

As North America's largest car rental company, Enterprise is known for its exceptionally low rates, neighborhood convenience and its outstanding service, including picking up local customers at no extra cost. Ranked No. 18 on the Forbes Top 500 Private Companies in America, Enterprise has branch offices located within 15 miles of 90 percent of the U.S. population. In addition, Enterprise has ranked highest in customer satisfaction among airport rentals in nine out of the past ten years, according to J.D. Power and Associates Rental Car Satisfaction Study. For more information about Enterprise, visit www.enterprise.com.

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