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**FOR IMMEDIATE RELEASE**

## **Revival of the Family Road Trip Fuels Memorial Day Weekend, Summer Travel**

*Enterprise Rent-A-Car sees increased reservations in neighborhood branches*

**May 19, 2009 (St. Louis)** – A revival of the great American road trip means more and more people will hit the open road this Memorial Day weekend, the official kickoff of the summer travel season, according to advance reservation numbers from Enterprise Rent-A-Car, the nation's largest car rental company. Enterprise is seeing an increase over last year of more than 6 percent in neighborhood/non-airport reservations, along with a trend toward shorter, closer-to-home driving vacations.

“People are finding ways to enjoy cost-effective travel,” said Steve Short, vice president of leisure business development for Enterprise. “Families are using the long Memorial Day weekend to make trips to nearby beaches or national parks. 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 vehicle.”

The recent price at the pump – \$2.311, according to AAA – is 39 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 \$4.114 a gallon last July.

“We are indeed seeing a revival of the American road trip,” said travel expert Rudy Maxa, PBS's “Savvy Traveler” and host of the series “Maxa's World.” “While Americans continue to deal with the economic downturn, they still have the strong desire to get away. Three- or four-day road trips allow for additional ‘travel burst’ getaways throughout the year, and, in my opinion, they reduce stress, help save money, and provide the quality time families need and enjoy.”

( 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](http://www.enterprise.com).

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