



For more information, contact:
Laura Bryant, Alamo and Enterprise
314-512-4178
laura.t.bryant@erac.com

FOR IMMEDIATE RELEASE

New Car Rental Locations Enhance Hawaii Airport Service

Alamo Rent A Car and Enterprise Rent-A-Car Growing Operations, Hiring Locally and Focusing on Customer Service

July 2, 2009, St. Louis – Alamo Rent A Car and Enterprise Rent-A-Car – both owned and operated by the Taylor family of St. Louis, Mo. – recently have expanded their operations to meet customer demand and enhance car rental service on the islands of Hawaii, Kauai and Molokai.

Alamo's new office on Molokai is its sixth airport location in Hawaii. Alamo, which has been operating in Hawaii since 1984, also has locations at the Honolulu Airport; Lihue, Kauai Airport; Kahului, Maui Airport; Kailua, Kona Airport; and the Hilo Airport; and off airport in Waikiki and Kaanapali, West Maui.

Enterprise's new branch offices are located at the Hilo; Kona; and Lihue, Kauai, airports. Enterprise – which has been operating in Hawaii since 1984 – will continue serving the Honolulu and Maui airports, as well as 20 home-city locations throughout the islands.

According to Paul Kopel, Vice President and General Manager for Alamo Rent A Car and Enterprise Rent-A-Car, the new Alamo and Enterprise locations began accepting car rental reservations in June. They also have hired additional local employees and received official blessings during the past few weeks.

Kopel oversees Alamo Rent A Car, Enterprise Rent-A-Car and National Car Rental operations throughout Hawaii. In 2007, Alamo Rent A Car and National Car Rental were acquired by the Taylor family, who have owned and operated Enterprise since 1957.

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“We are proud to be the most comprehensive service provider in the car rental industry – and able to fully meet the needs of Hawaiian customers at the airport as well as in local neighborhood locations, including special Kama`aina pricing and corporate programs,” Kopel said.

Kauai Mayor Bernard Carvalho, Jr., concurs. “Alamo has a great track record on Kauai, and both Alamo and Enterprise are known for their excellent customer service,” he said. “I personally use them when traveling, and their employees are outstanding!”

Mayor Carvalho also said, “We welcome the new Enterprise location on Kauai and congratulate them on expanding operations in this challenging economy. Providing jobs for residents, serving customers with aloha, and being an involved corporate citizen are all elements that will ensure Alamo and Enterprise are successful on Kauai in the years to come.”

Kopel believes that Alamo’s and Enterprise’s service not only resonates with customers and employees, but also with local businesses, airport officials and community leaders. For example, Alamo, Enterprise and National operate a Service Quality index program to ensure employees make a positive impression on each customer, which is what drives complete satisfaction and builds loyalty.

The three car rental brands also regularly conduct Brand Integrity Assessments requiring 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 vehicle cleanliness and condition.

In addition, Alamo, Enterprise and National’s environmental stewardship is designed to specifically address those parts of the world that they touch. (For more information, visit www.keystogreen.com.) “Our environmental platform is built upon a commitment to ensure the sustainability of our business, as well as the sustainability of the world we all share,” Kopel stressed. “And it reflects the importance of our reputation as a good corporate citizen and our leadership role in the car rental industry.”

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. For more information about Enterprise, visit www.enterprise.com.

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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 travelers. 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 travelers 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.

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