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For more information, contact:
Ned Maniscalco, (314) 512-5523
or Robyn Frankel, Frankel Public Relations
Toll free: 1-877-863-3373, rfrankel@frankelpr.com

Enterprise Commercial Trucks Adds “Household Rentals”

Division marks 10 years of operation by extending products and services to consumers

ST. LOUIS. (May 1, 2009) – Just in time for the peak household moving season, Enterprise Commercial Trucks, a division of Enterprise Rent-A-Car, has begun offering consumer rentals at more than 125 locations across the United States. The new offering extends to consumers the same excellent products and services and commitment to exceeding their expectations that the division has provided business customers for 10 years.

Allen Serfas, Vice President of Enterprise Commercial Trucks, said consumer, or household, rentals are a logical supplement to the company’s commercial offerings. “We have grown the commercial side of our business over the last 10 years by listening to our customers,” Serfas said. “Many of those customers urged us to expand into household rentals so their employees and consumers in general could take advantage of the alternative we offer to the marketplace.”

Besides supplementing its commercial offerings, the move by Enterprise into household truck rentals also marks a natural extension of its car rental business, which offers cargo vans and pickup trucks at 7,000 neighborhood and airport locations. Serfas noted that customers will find clean, reliable late model vehicles at competitive prices at commercial truck locations, just as they do at Enterprise car rental branches. Trucks available for household rentals from Enterprise include extended wheel base cargo vans, heavy duty pickup trucks, 15-foot parcel vans, and 16- and 24-foot box trucks.

“Whether customers are moving their home or apartment or just doing a household project, Enterprise has the right vehicle for the job, and we do all we can to make sure that vehicle is available when they need it,” Serfas said. “And since moving can be a hectic experience, we also offer the convenience and time saving of our familiar ‘we’ll pick you up’ service.”

To make moving even easier, customers also can rent accessories including hand dollies, appliance trucks and moving pads from Enterprise, as well as ancillary products such as supplemental liability protection and personal accident insurance.

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Serfas added that initial customer response to the household rental offering has been very positive. “Just as in our rental car business, we are committed to exceeding our truck rental customers’ expectations for service and quality,” Serfas said.

For more information, to reserve a truck or for the location of the nearest Enterprise Commercial Trucks branch, customers may call toll free at 1-800-RENT-A-TRUCK (1-800-736-8287).

About Enterprise Commercial Trucks

Enterprise Commercial Trucks, a division of Enterprise Rent-A-Car, specializes in providing truck rental services to businesses and consumers for daily, weekly or monthly rentals. With 125 locations (75 major markets) across the nation, it offers a range of commercially equipped trucks that include conventional or cab-over vehicles from 14 to 26 feet, as well as heavy duty cargo vans and pick-up trucks. In addition, Enterprise sells well-maintained and low mileage used medium-duty commercial trucks. For more information about Enterprise Commercial Trucks, visit the company’s Web site at www.enterprisetrucks.com or call toll free 1-800-RENT-A-TRUCK.

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