



## OFFSET YOUR CARBON EMISSIONS AT [ALAMO.CO.UK](http://ALAMO.CO.UK)

### Environmental initiative enables drivers to make a difference

[Alamo Rent A Car](http://Alamo Rent A Car) is helping customers travelling to [North America](http://North America) do their bit for the environment with its uniquely successful carbon offsetting programme. Now available to UK customers booking online at [www.alamo.co.uk](http://www.alamo.co.uk), Alamo renters can help fund certified offset projects that work to remove CO<sub>2</sub> from the atmosphere by opting to donate a set fee of \$1.25 against their rental.

The programme was first launched in the US for domestic rentals a year ago. Since then, more than 175,000 customers have participated generating \$220,000 for offset projects. As every contribution is matched by the company, the total fund is already nearly \$440,000. So far, more than 42,000 metric tons of carbon have been offset - the equivalent of 4.8 million gallons of gasoline and 98,000 barrels of oil.

“As part of the Enterprise Rent A Car family, [Alamo](http://Alamo) customers in the UK can now take part in a range of initiatives that have been designed to improve the sustainability of our business and its impact on the planet.” explains Phil Eaton, Vice President at [Alamo Rent A Car](http://Alamo Rent A Car). “The carbon offset programme is the most popular consumer opt-in programme of its type in the travel industry - possibly in any industry. This proves that people really do care about being greener.”

To opt-in to the carbon-offset programme, [Alamo](http://Alamo) customers need to select check the relevant box listed as an “additional item” when booking online at [www.alamo.co.uk](http://www.alamo.co.uk). The company matches every contribution of \$1.25 up to a total of \$1million. For every 100,000 customers who choose to take part in the programme, more than 13,500 tonnes of CO<sub>2</sub> will be offset.

Carbon offsetting is just a part of [Alamo's](http://Alamo's) commitment to the environment. This year, [Alamo](http://Alamo) customers travelling to North America will have access to the world's largest fleet of *FlexFuel* vehicles which burn a blend of 85% ethanol and 15% petrol reducing greenhouse-gas emissions by up to 20%. And with a fleet including around 9,000 gas/electric hybrid vehicles, [Alamo](http://Alamo) – along with its partners Enterprise Rent A Car and [National Car Rental](http://National Car Rental) - offer travellers more green options than any other car rental company today.

Research and development of alternative fuels is also part of [Alamo's](http://Alamo's) environmental focus, supported by the creation of the Institute for Renewable Fuels.

And, as a gift back to the natural world, [Alamo's](http://Alamo's) charitable foundation is underwriting the planting of 50 million trees over 50 years with the Arbor Day Foundation and the US Forest Service. The \$50million grant will also fund tree-planting initiatives in international locations where Alamo does business including Europe and Canada.

Phil Eaton concludes, “The carbon offset programme is an important element in our sustainability platform because it not only gets our renters considering the impact that driving has on the environment, but enables them to take an active, positive stand in helping to negate that impact. Our commitment to the environment means that our customers can continue to choose [Alamo](#) for great value car rental in the knowledge that their chosen provider is investing in the future of our planet.”

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**About Alamo Rent A Car**

Founded in 1974 and headquartered in St. Louis, Alamo Rent A Car is a service and value-oriented, internationally recognised brand serving the daily rental needs of leisure travelers worldwide. Alamo offers low rates, all-inclusive products and a hassle-free customer experience at the most popular travel destinations around the globe. A global strategic alliance with Europcar makes it part of 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 and the industry’s first and only online car rental check-in system in 2005. Alamo currently operates 159 self-service kiosks at 65 US locations earning the company the “Extra Mile Award” from Budget Travel magazine in 2007.

Alamo is the official rental car partner to Walt Disney World® Resort and Disneyland® Resort.

Booking car rental is easy at [www.alamo.co.uk](http://www.alamo.co.uk). Designed specifically for UK travellers, [www.alamo.co.uk](http://www.alamo.co.uk) allows customers to book car rental anywhere in the world in four simple steps.

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