









WORLD HEADQUARTERS

Enterprise Holdings, Inc.
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enterpriseholdings.com

BUSINESSES

Enterprise Holdings is the most comprehensive and largest car rental company in the world measured by revenue, employees and fleet. Enterprise Holdings, through its regional subsidiaries, operates the Alamo Rent A Car, Enterprise Rent-A-Car and National Car Rental brands. Enterprise Holdings offers business and retail customers a total transportation solution through a worldwide network of more than 7,800 airport and neighborhood locations as well as vanpooling and car sharing programs. Together, the Alamo, Enterprise and National brands collectively lead the car rental industry with more than a third of all airport business in the U.S. and Canada. In addition, Enterprise Holdings is part of a global strategic alliance with Europcar, creating the world's largest car rental network. Other affiliated business lines include:

	Alamo Rent A Car alamo.com
	Enterprise Rent-A-Car enterprise.com
	National Car Rental nationalcar.com
	Enterprise Car Sales enterprisecarsales.com
	Enterprise Commercial Trucks enterprisetrucks.com
	WeCar by Enterprise wecar.com
	Enterprise RideShare vanpool.com
	Enterprise Fleet Management efleets.com

ANNUAL REVENUE

WORLDWIDE

FY 2011	\$14.1 billion
FY 2010	\$12.6 billion
FY 2009	\$12.1 billion
FY 2008*	\$13.1 billion
FY 2007	\$9.5 billion
FY 2006	\$8.9 billion
FY 2005	\$8.2 billion
FY 2004	\$7.4 billion
FY 2003	\$6.9 billion
FY 2002	\$6.5 billion

*on August 1, 2007 Alamo Rent A Car and National Car Rental were acquired.

For more information about Enterprise Holdings' [Corporate Sustainability Report](#) or the company's environmental stewardship and long-term commitment to the sustainability of its business, visit www.DrivingFutures.com.



FAST FACTS

- \$14.1 billion in revenue
- 70,000 employees
- 1.2 million vehicles, the world's largest fleet
- Approximately 7,800 neighborhood and airport locations in the U.S., Canada, Mexico, the Caribbean, Latin America, the U.K., Ireland, Germany and Asia
- Ranked No. 15 on the *Forbes* list of America's Largest Private Companies

Alamo Rent A Car

- Founded in 1974
- Attracts value-oriented international and U.S. leisure travelers looking for an easy and hassle-free rental experience
- Largest car rental provider to international travelers visiting North America
- Launched the industry's first real-time Internet booking engine in 1995 and first Online Check-In system in 2005; today, operates 159 self-service kiosks at 65 U.S. locations
- Earned *Budget Travel* magazine's "Extra Mile Award" for self-serve kiosks
- Official rent-a-car of *Walt Disney World*® Resort and *Disneyland*® Resort

Enterprise Rent-A-Car

- Founded in 1957
- Rental locations in the United States, Canada, the U.K., Ireland and Germany
- More than 5,500 neighborhood and airport branch offices located within 15 miles of 90 percent of the U.S. population
- Known for exceptionally low rates, neighborhood convenience and outstanding service, including picking up local customers at no extra cost
- Ranked highest in customer satisfaction among airport rentals in 11 out of the past 12 years, according to J.D. Power and Associates Rental Car Satisfaction Study
- Official Rent-A-Car of the NCAA, NHL and NHLPA

National Car Rental

- Founded in 1947
- Premium, internationally recognized brand serving the daily rental needs of the frequent airport traveler seeking choice, convenience and time savings for their personal and business trips
- Helped pioneer the corporate account business with the car rental industry's first comprehensive frequent-renter program ("Emerald Club")
- Introduced "Emerald Aisle," where members can bypass the rental counter and select their own vehicles without stopping for any paperwork
- Earned 2010 SmarterTravel Editors' Choice Award as the "Best Rental Car Loyalty Program"
- Official sponsor of the PGA TOUR and Champions Tour since 1994

EXECUTIVES

Andrew C. Taylor
CHAIRMAN AND
CHIEF EXECUTIVE OFFICER

Donald Ross
VICE CHAIRMAN

Pamela Nicholson
PRESIDENT AND
CHIEF OPERATING OFFICER

Jo Ann Taylor Kindle
PRESIDENT OF ENTERPRISE
HOLDINGS FOUNDATION

Greg Stubblefield
EXECUTIVE VICE PRESIDENT AND
CHIEF STRATEGY OFFICER

William Snyder
EXECUTIVE VICE PRESIDENT
AND CHIEF FINANCIAL OFFICER

Matthew G. Darrah
EXECUTIVE VICE PRESIDENT OF
NORTH AMERICAN OPERATIONS

Lee Kaplan
SENIOR VICE PRESIDENT
AND CHIEF ADMINISTRATIVE OFFICER

Craig Kennedy
SENIOR VICE PRESIDENT
AND CHIEF INFORMATION
OFFICER

Edward Adams
SENIOR VICE PRESIDENT
OF HUMAN RESOURCES

Steve Bloom
SENIOR VICE PRESIDENT
OF ENTERPRISE FLEET MANAGEMENT
AND CAR SALES

Rose Langhorst
SENIOR VICE PRESIDENT AND TREASURER

CHRONOLOGY/KEY MILESTONES

- 1947** Group of 24 independent car rental operators with 800 vehicles and 60 locations come together to found National Car Rental
- 1954** National becomes first car rental brand to offer one-way rentals for customers wishing to rent cars in one town and leave them in another
- 1957** Jack Taylor founds Executive Leasing, the company that eventually would become Enterprise Holdings, operating with a fleet of seven cars
- 1962** Executive Leasing begins rental operation with a fleet of 17 cars
- 1966** National is first in car rental industry to bring computers into daily reservation operations
- 1969** Jack Taylor names the company Enterprise as a salute to a WWII aircraft carrier he served on – the USS Enterprise
- 1970** Enterprise fleet reaches 500 vehicles
- 1974** Alamo Rent A Car founded with four locations in Florida, pioneering the concept of unlimited free mileage
- 1980** Enterprise fleet surpasses 6,000 vehicles
- 1982** Alamo opens state-of-the-art rental plaza in Tampa, Fla.
- 1987** National introduces “Emerald Club,” industry’s first comprehensive frequent-renter program
- 1990** Enterprise fleet surpasses 90,000 vehicles
- 1991** Jack Taylor’s son, Andy Taylor, named Enterprise CEO
- 1994** National named official sponsor of the PGA Tour
- 1995** Alamo is first in car rental industry with real-time Internet booking capabilities
- 2000** Enterprise fleet nears 500,000 vehicles; revenue surpasses \$5.6 billion
- 2005** Alamo launches industry’s first and only Online Check-In system; Enterprise fleet surpasses 665,000 vehicles
- 2006** Enterprise announces 50 Million Tree Pledge in celebration of first 50 years in business; makes commitment to plant 50 million trees over next 50 years, at a cost of \$50 million
- 2007** Taylor family acquires Alamo and National brands
- 2008** Total fleet surpasses 1.1 million vehicles (including Alamo, Enterprise and National)
- 2009** Taylor family of companies adopts Enterprise Holdings name as parent of Alamo Rent A Car, Enterprise Rent-A-Car and National Car Rental brands
- 2010** Enterprise adds first all-electric vehicles to fleet
- 2011** Enterprise Holdings achieves record revenues of \$14.1 billion; President and COO Pam Nicholson again named one of *Fortune* magazine’s 50 Most Powerful Women in Business (2007-2011); company publishes inaugural Corporate Sustainability Report