

## WORLD HEADQUARTERS








Enterprise Holdings, Inc.  
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## BUSINESSES

Enterprise Holdings, through its regional subsidiaries, operates more than 1 million cars and trucks, the largest fleet of passenger vehicles in the world today. Enterprise Holdings is North America's largest and most comprehensive service provider in the car rental industry, operating the Alamo Rent A Car, Enterprise Rent-A-Car and National Car Rental brands. 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. Enterprise Holdings offers business and retail customers a total transportation solution through a worldwide network of more than 7,600 airport and neighborhood locations as well as vanpooling and car sharing programs.

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 Enterprise Commercial Trucks, Enterprise Car Sales, Enterprise Rideshare vanpooling and WeCar car sharing.

	<b>Alamo Rent A Car</b> alamo.com
	<b>Enterprise Rent-A-Car</b> enterprise.com
	<b>National Car Rental</b> nationalcar.com
	<b>Enterprise Car Sales</b> enterprisecarsales.com
	<b>Enterprise Commercial Trucks</b> enterprisetrucks.com
	<b>WeCar</b> wecar.com
	<b>RideShare</b> vanpool.com

## FAST FACTS

### ENTERPRISE HOLDINGS AT A GLANCE

- > \$12.1 billion in revenue
- > 68,000 employees
- > 1.1 million vehicles, the world's largest fleet
- > Approximately 7,600 neighborhood and airport locations in the U.S., Canada, Mexico, the Caribbean, Latin America, the U.K., Ireland, Germany and Asia
- > Ranked No. 24 on the *Forbes* Top 500 Private Companies in America

## ANNUAL REVENUE

### WORLDWIDE

<b>FY 2009</b>	<b>FY 2003</b>
\$12.1 billion	\$6.9 billion
<b>FY 2008*</b>	<b>FY 2002</b>
\$13.1 billion	\$6.5 billion
<b>FY 2007</b>	<b>FY 2001</b>
\$9.5 billion	\$6.3 billion
<b>FY 2006</b>	<b>FY 2000</b>
\$8.9 billion	\$5.6 billion
<b>FY 2005</b>	
\$8.2 billion	
<b>FY 2004</b>	
\$7.4 billion	

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



## ABOUT

### 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
- > 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 5,000 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 10 out of the past 11 years, according to J.D. Power and Associates Rental Car Satisfaction Study
- > Official Rent-A-Car of the 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
- > 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

Greg Stubblefield  
EXECUTIVE VICE PRESIDENT AND  
CHIEF STRATEGY OFFICER

Jo Ann Taylor Kindle  
PRESIDENT OF ENTERPRISE  
HOLDINGS FOUNDATION

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  
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; Alamo earns Budget Travel magazine’s “Extra Mile Award” for self-serve kiosks
- 2008** Fleet surpasses 1.1 million vehicles (including Alamo, Enterprise and National); President and COO Pam Nicholson named one of Fortune magazine’s 50 Most Powerful Women in Business (2007 and 2008)
- 2009** Taylor family of companies adopts Enterprise Holdings name as parent of Alamo Rent A Car, Enterprise Rent-A-Car and National Car Rental