

WORLD HEADQUARTERS

Enterprise Holdings Inc.
600 Corporate Park Drive
St. Louis, Missouri 63105
(314) 512-5000
www.enterpriseholdings.com

Enterprise Holdings Inc. and its affiliate Enterprise Fleet Management together offer a total transportation solution. Combined, these businesses – which include extensive car rental and car sharing services, truck rental, corporate fleet management and retail car sales – accounted for \$20.9 billion in revenue and operated nearly 1.9 million vehicles in more than 85 countries throughout the world in fiscal year 2016.

Enterprise Holdings, through its regional subsidiaries and franchises, operates a global network of more than 9,600 fully staffed airport and neighborhood locations under the Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car brands.

Its affiliate, Enterprise Fleet Management, provides full-service fleet management to companies, government agencies and organizations operating medium-sized fleets of 20 or more vehicles, as well as those seeking an alternative to employee reimbursement programs.

Enterprise Holdings is the largest car rental company in the world as measured by revenue, fleet and employees. Enterprise Holdings' annual revenues also place it near the top of the travel industry, exceeding all other rental car companies, and most airlines, cruise lines, hotels, tour operators and online travel agencies.

For information on Enterprise Holdings' sustainability initiatives, visit

www.enterpriseholdings.com/en/global-leadership/sustainability or view the company's Corporate Sustainability Report, www.enterpriseholdings.com/en/global-leadership/sustainability/sustainability-reports.



Alamo Rent A Car
www.alamo.com



Enterprise Rent-A-Car
www.enterprise.com



National Car Rental
www.nationalcar.com

BUSINESS LINES



Enterprise Car Sales
www.enterprisecarsales.com



Enterprise Truck Rental
www.enterprisetricks.com



Enterprise CarShare
www.enterprise-carshare.com



RideShare by Enterprise
www.enterpriserideshare.com



Zimride by Enterprise
www.zimride.com



Exotic Car Collection
www.exoticcars.enterprise.com



Enterprise Flex-E-Rent
www.enterprise.co.uk/en/flex-e-rent.html

AFFILIATE



Enterprise Fleet Management
www.efleets.com

EXECUTIVES

Andrew C. Taylor
EXECUTIVE CHAIRMAN

Donald Ross
VICE CHAIRMAN

Pamela Nicholson
PRESIDENT AND CHIEF
EXECUTIVE OFFICER

Jo Ann Taylor Kindle
PRESIDENT, ENTERPRISE
HOLDINGS FOUNDATION

Christine Taylor
EXECUTIVE VICE PRESIDENT
AND CHIEF OPERATING OFFICER

Greg Stubblefield
EXECUTIVE VICE PRESIDENT
AND CHIEF STRATEGY OFFICER

Rick Short
EXECUTIVE VICE PRESIDENT
AND CHIEF FINANCIAL OFFICER

Edward Adams
SENIOR VICE PRESIDENT,
HUMAN RESOURCES

Brice Adamson
SENIOR VICE PRESIDENT,
ENTERPRISE FLEET
MANAGEMENT

Mike Andrew
SENIOR VICE PRESIDENT AND
GENERAL COUNSEL

Patrick T. Farrell
SENIOR VICE PRESIDENT AND
CHIEF MARKETING &
COMMUNICATIONS OFFICER

Lee Kaplan
SENIOR VICE PRESIDENT AND
CHIEF ADMINISTRATIVE OFFICER

Craig Kennedy
SENIOR VICE PRESIDENT AND
CHIEF INFORMATION OFFICER

Rose Langhorst
SENIOR VICE PRESIDENT
AND TREASURER

David Nestor
SENIOR VICE PRESIDENT,
NORTH AMERICAN OPERATIONS

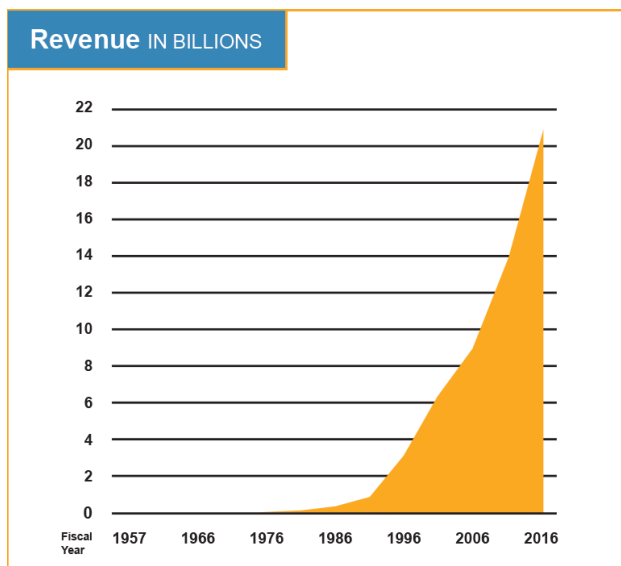
Carolyn Kindle Betz
VICE PRESIDENT AND EXECUTIVE
DIRECTOR, ENTERPRISE
HOLDINGS FOUNDATION

AWARDS

- National Car Rental, Enterprise Rent-A-Car and Alamo Rent A Car named to The World's Best Car Rental Companies in *Travel + Leisure* magazine's World's Best Awards, 2016
- Travvy Award: Best Fleet and Best International Car Rental, 2016
- BEST Award from the Association for Talent Development, 2016
- Gold LearningElite organization from *Chief Learning Officer* magazine, 2016
- Training Top 125 from *Training* magazine, 2016
- Workforce 100 from *Workforce Magazine*, 2016
- Military Friendly Employer from Victoria Media, publisher of *G.I. Jobs*, 2016
- Technology Excellence Award from National Association of Colleges and Employers, 2016
- No. 1 Entry Level Employer from CollegeGrad.com, 2016
- President and CEO Pamela Nicholson named to *Fortune* magazine's list of "America's 50 Most Powerful Women in Business" for past 10 years

Enterprise Holdings Inc. and its three brands have continually been recognized for customer service, sustainability efforts, employment practices and policies and overall leadership in the car rental industry. A comprehensive awards list is available at www.enterpriseholdings.com/en/awards.

GLOBAL REVENUE



FY 2016 \$20.9 billion

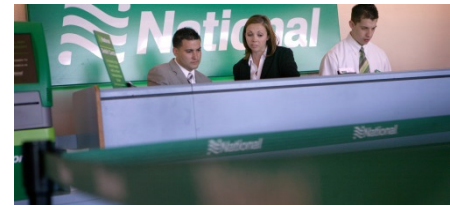
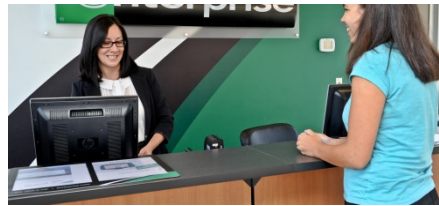
FY 2015 \$19.4 billion

FY 2014 \$17.8 billion

FY 2013 \$16.4 billion

FY 2012 \$15.4 billion

FY 2012–2016 revenue includes revenue from Enterprise Fleet Management, which was spun off from Enterprise Holdings Aug. 1, 2010.



FAST FACTS

- 97,000 employees*
- 1.9 million vehicles*
- More than 450 vehicle makes and models*
- More than 9,600 fully staffed neighborhood and airport locations worldwide
- More than 6,400 fully staffed neighborhood and airport locations in the U.S.
- Operates in more than 85 countries around the world
- Ranked by Forbes as one of America's Largest Private Companies

*Employee and fleet numbers include Enterprise Holdings as well as its affiliate Enterprise Fleet Management

Enterprise Rent-A-Car

- Internationally recognized brand, known for affordable rates, neighborhood convenience and outstanding customer service, including picking up local customers at no extra cost
- More than 7,600 locations throughout North America, Europe and Latin America
- More than 5,800 fully staffed neighborhood and airport branch offices located within 15 miles of 90 percent of the U.S. population
- Offers consumers a total transportation solution through its network of services including Enterprise Fleet Management, Enterprise Car Sales, Enterprise Truck Rental, Enterprise CarShare, Enterprise Rideshare, Zimride by Enterprise, Exotic Car Collection by Enterprise and Enterprise Flex-E-Rent
- Official Partner of the NCAA, NHL and NHLPA

Alamo Rent A Car

- Attracts value-oriented international and U.S. leisure travelers looking for an easy and hassle-free rental experience
- Locations throughout the U.S., Canada, Mexico, Europe, Latin America, Asia and the Caribbean
- Largest car rental provider to international travelers visiting North America
- Operates 225 self-service kiosks at 71 U.S. locations
- Official Rental Car of Walt Disney World Resort and Disneyland Resort

National Car Rental

- Premium, internationally recognized brand serving the daily rental needs of frequent airport travelers seeking choice, convenience and time savings for personal and business trips
- Locations throughout the U.S., Canada, Mexico, Europe, Latin America, Asia and the Caribbean
- Helped pioneer corporate-account business with the car rental industry's first comprehensive frequent-rental program, Emerald Club, allowing for an expedited rental process and counter bypass
- Official Partner and Official Rental Car of the PGA of America
- Official Rental Car Partner of eight MLB teams - Baltimore Orioles, Chicago White Sox, Houston Astros, Kansas City Royals, Los Angeles Angels, New York Mets, St. Louis Cardinals and Texas Rangers

MILESTONES

- 1957** Jack Taylor founds Executive Leasing in St. Louis, with a fleet of seven cars.
- 1962** Executive Leasing begins rental operations in response to customer demand for rental cars while their own cars are being repaired. Executive also starts a Car Sales division.
- 1969** Executive Leasing is renamed Enterprise Leasing in honor of the World War II aircraft carrier Jack Taylor served on – the USS Enterprise.
- 1974** Alamo Rent A Car is founded with four locations in Florida; pioneers the concept of unlimited mileage. An Enterprise employee in Orlando pilots the practice of providing customers with a free ride to the rental office. The service leads to Enterprise's well-known "We'll Pick You Up" tradition.
- 1980** Enterprise opens its National Reservation Center, allowing customers to call a toll-free number to reserve rental vehicles nationwide.
- 1987** National Car Rental introduces Emerald Club, the industry's first comprehensive frequent-renter program Emerald Club, which provides members with an expedited rental process and counter bypass.
- 1989** Enterprise Leasing changes its name to Enterprise Rent-A-Car to reflect the enormous growth of its rental car business.
- 1991** Jack Taylor's son, Andy Taylor, named Enterprise's CEO.
- 1992** Enterprise's leasing division becomes Enterprise Fleet Services, focusing on serving businesses with small- to mid-sized fleets.
- 1993** Enterprise Rent-A-Car opens its first international office in Windsor, Canada.
- 1994** Enterprise Rent-A-Car opens its first European rental office in Reading, England.
- 1995** Enterprise Rent-A-Car opens its first airport rental location at the Denver International Airport.
- 1995** Alamo Rent A Car is the first in car rental industry to offer customers real-time Internet booking capabilities.
- 1999** Enterprise Rent-A-Car opens its first Rent-A-Truck location.
- 2005** Alamo Rent A Car launches industry's first online check-in system.
- 2006** Exotic Car Collection by Enterprise begins operations. Enterprise announces 50 Million Tree Pledge, in partnership with the Arbor Day Foundation and the U.S. Forest Service, commits to planting 50 million trees over 50 years, at a cost of \$50 million.
- 2007** Enterprise celebrates its 50th anniversary. Taylor family acquires Alamo Rent A Car and National Rental Car brands.
- 2009** Enterprise Holdings Inc. is created for its growing portfolio of car rental and transportation services, including the Alamo, National and Enterprise brands.
- 2010** Enterprise Holdings adds first all-electric vehicles to fleet.
- 2011** Enterprise Rent-A-Car launches "The Enterprise Way," its first television advertising campaign featuring employees. The campaign includes Enterprise team members at branch offices, highlighting in their own words, the brand's renowned customer service, culture and heritage.
- 2012** Enterprise Rent-A-Car begins combining retail and commercial carsharing operations under the Enterprise CarShare name.
- 2012** Enterprise Holdings further expands its European presence with its acquisition of Citer and Atesa car rental brands and enters the car rental market in China through a strategic investment in eHi Auto Services.
- 2013** Pam Nicholson named CEO, the first from outside the Taylor family. Enterprise Holdings acquires ride-matching business Zimride.
- 2016** Christine Taylor named Executive Vice President and Chief Operating Officer.