



WORLD HEADQUARTERS

Enterprise Rent-A-Car
600 Corporate Park Drive
St. Louis, Missouri 63105
(314) 512-5000
enterprise.com

FAST FACTS

- Enterprise Rent-A-Car (ECAR) is owned by St. Louis-based Enterprise Holdings Inc., a privately held company which, through its integrated global network of independent regional subsidiaries and franchises, also operates the Alamo Rent A Car and National Car Rental brands
- Internationally recognized brand, known for affordable rates, neighborhood convenience and outstanding customer service, including picking up local customers at no extra cost
- More than 7,700 locations throughout the world, including 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, Enterprise Car Club (U.K.) and Enterprise Flex-E-Rent (U.K.)
- Official Partner of the National Collegiate Athletic Association (NCAA), National Hockey League (NHL) and National Hockey League Players' Association (NHLPA)

AWARDS

- Gold Travvy Award: Best Fleet, Best Domestic Car Rentals and Best Overall Car Rentals, 2017
- Best Travel Agent Support and Highest Client Satisfaction at the *TravelAge West* WAVE (Western Agents' Votes of Excellence) Awards, 2017
- One of The World's Best Car Rental Companies from *Travel + Leisure* magazine, 2017
- Named to Top Buzz Rankings Among U.S. Car Rental Companies by YouGov Brand Index Rankings, 2017
- Carigami Best in Class Car Rental, 2017
- Rental Car Brand of the Year from Harris Poll EquiTrend Study, 2017

BUSINESS LINES



Enterprise Car Sales
www.enterprisecarsales.com



Enterprise Truck Rental
enterprisetrucks.com



Enterprise CarShare
enterprisecarshare.com



Enterprise Rideshare
enterpiserideshare.com



Zimride by Enterprise
zimride.com



Exotic Car Collection by Enterprise
exoticcars.enterprise.com



Enterprise Flex-E-Rent
flexerent.co.uk



Enterprise Car Club
enterprisecarclub.co.uk

AFFILIATE



Enterprise Fleet Management
efleets.com

- Recommended Provider from *Which?*, 2017
- No. 1 Entry Level Employer from CollegeGrad.com, 2017
- *MONEY Magazine's* Best in Travel Awards: Gold, 2017
- Gold Magellan Award for Ground Transportation Advertising/Marketing Campaign, 2017

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



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** Enterprise pilots the practice of providing customers with a free ride to the rental office. This 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.
- 1989** Enterprise Leasing changes its name to Enterprise Rent-A-Car to reflect the enormous growth of its rental car business.
- 1990** Enterprise Rent-A-Car begins using "Wrapped Car" design for the first time.
- 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 (ECAR) 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.
- 1997** Enterprise Rent-A-Car registers the famous "We'll Pick You Up" phrase with the U.S. Patent and Trademark Office. Enterprise also registers its "Wrapped Car" design the same year.
- 1998** After using "ECAR" for four years, Enterprise Rent-A-Car registers the mark with the U.S. Patent and Trademark Office
- 1999** Enterprise Rent-A-Car opens its first Rent-A-Truck location
- 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 Car Rental brands.
- 2009** Enterprise Holdings Inc. is created for its growing portfolio of car rental and transportation services, including the Enterprise, Alamo and National brands.
- 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** Retail and commercial car-sharing operations are offered under the Enterprise CarShare name for the first time.
- 2016** In honor of the company's 60th anniversary, Enterprise Rent-A-Car foundation launches \$60 million "Fill Your Tank" initiative to help fight food insecurity around the globe.