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**For Immediate Release**

## **Enterprise Rent-A-Car Announces Issuance of Patent Related to ARMS® Rental Management Technology**

*Award-Winning ARMS System Saves Collision Industry Time and Money*

**September 25, 2007 (St. Louis, Mo.)** – Enterprise Rent-A-Car today announced that its parent company, The Crawford Group, Inc., has been issued a patent from the U.S. Patent and Trademark Office related to its Automated Rental Management System (ARMS). This patent (patent number 7,275,038) is the product of a significant investment in resources, initiative and intellectual capital.

The ARMS application is a web-based system which was developed for Enterprise that makes insurance replacement rentals easier and more efficient for insurance companies. The ARMS system dramatically improves business communications between insurance companies and Enterprise, and allows insurance companies to save time. In many cases, insurance adjusters using the ARMS system can monitor the repair status of a customer's vehicle, which may serve to reduce the duration of the rental and prevent unnecessary additional rental costs. Shortening the length of rental, in turn, saves insurance companies money and puts drivers back into their own cars faster.

The patent describes systems which allow business partners to access the rental vehicle software through an Internet connection. Such systems allow users to create and manage rental vehicle reservations.

"We are extremely pleased that the Federal government has chosen to issue this patent," said Lee Kaplan, Senior Vice President and Chief Administrative Officer of Enterprise Rent-A-Car. "The ARMS team has poured a tremendous amount of time, energy and resources into making this system such an invaluable tool for Enterprise's customers. After our customers asked us to develop a more efficient way to manage replacement rentals, the ARMS team has worked tirelessly to develop, launch, and continue to enhance the ARMS application."

**-more-**

## ***Enterprise Announces Issuance of Patent***

### **Add One**

In 2002, the innovativeness and effectiveness of the ARMS system earned Enterprise the prestigious Enterprise Value Award from *CIO Magazine*.

### **About Enterprise Rent-A-Car**

Founded in 1957, Enterprise Rent-A-Car is headquartered in St. Louis and serves customers in the United States, Canada, the U.K., Ireland, and Germany. Enterprise is North America's largest car rental company in fleet size, number of locations, and annual revenue, ranking No. 21 on the *Forbes* Top 500 Private Companies in America. Enterprise has ranked highest in customer satisfaction among airport rentals in seven out of the past eight years, according to J.D. Power and Associates Rental Car Satisfaction Study<sup>SM</sup>. For more information about Enterprise, visit [www.enterprise.com](http://www.enterprise.com).

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