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**Enterprise Rent-A-Car Unveils Customizable Travel Agency Program
That Offers Unprecedented Flexibility**

Newest arrival at airport offers value-oriented rates and personalized service

ST. LOUIS, Oct. 17, 2005 – Enterprise Rent-A-Car, the fastest-growing rental car company at U.S. airports, today announced a one-of-a-kind partnership program for travel agencies that offers each agency the ability to set its own rate and commission structure based on its individual business strategy.

Travel agencies can easily select a plan. The flexible program is simple and accessible online at www.enterprise.com/ta, or agents can call (800) 424-1282.

Family-owned Enterprise, the nation's largest rental car company, is focused on growing its airport presence and relationship with the travel agency community. Enterprise has been named best in customer satisfaction at U.S. airports in five of the past six years.

“Our message today to travel agencies is loud and clear: We hear you, and we’re launching this program to earn your business,” said Enterprise Chief Executive Officer Andy Taylor, whose family founded the private company in 1957. “We’ve invested a great deal of resources working with the travel agency community to identify their current and future needs, and what they most want from a rental car company. Our new customizable agency program provides travel agencies with the flexibility to best address the goals of their individual businesses.”

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"We are extremely pleased that Enterprise Rent-A-Car values the tremendous worth of travel professionals and the value they bring to the equation. We look forward to working with them on their program," said Kathryn W. Sudeikis, CTC, president and CEO of the American Society of Travel Agents (ASTA), the largest association of travel professionals in the world. "Any time a supplier gives travel agents the ability to be more competitive within the marketplace, it's good for agents as well as the consumers we serve."

Enterprise and the travel agency industry have common roots that drive both today – an entrepreneurial business model and community focus, Taylor said. Enterprise understands the needs of entrepreneurs in the local marketplace, having concentrated on being a local entrepreneur for nearly 50 years. Each of Enterprise's more than 6,500 company-owned locations operates as a separate profit center, serving customers as independent, entrepreneurial businesses.

Enterprise has responded to customer demand in neighborhoods by expanding its industry-leading value and legendary customer service to the airport market. The company has been ranked highest in customer satisfaction in five of the past six years by J.D. Power & Associates' Domestic Airport Rental Car Customer Satisfaction Survey and is also recognized as *the* value provider.

Enterprise's airport business is geared toward leisure travelers who desire a more personalized brand of service, such as help with luggage, directions, or reviewing features of the automobile.

Enterprise developed its new customizable agency program with input from travel agencies throughout the country, and with data gathered via industry focus groups.

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“Enterprise now has the infrastructure necessary to appropriately serve travel agencies. Since 1995, we’ve grown from one on-airport location to more than 200 today. Given our common roots in customer service and local business operations, we believe this is a win-win for Enterprise and travel agencies, and will help enable us to deliver on our customers’ expectations for outstanding service when they book their travel arrangements,” said Ron Cerko, CTIE, vice president of travel industry relations.

About 25,000 travel agencies are located throughout the United States. Enterprise believes that travel agencies remain a vital force in the marketplace, booking billions of dollars in car rentals last year.

“Travel professionals welcome Enterprise Rent-A-Car to this business sector, where customer service always comes first,” Sudeikis said. “We know that Enterprise shares our dedication to superior customer service, and will take good care of the people we send their way.”

About Enterprise Rent-A-Car

To learn more about Enterprise and the travel agency partnership program, or to book reservations, log on to www.enterprise.com. Founded in 1957, Enterprise-Rent-A-Car is headquartered in St. Louis and has more than 6,500 offices in the United States, Canada, the U.K., Ireland and Germany. Enterprise has more than 200 on-airport locations and its neighborhood branches are within 15 miles of 90 percent of the U.S. population. Enterprise ranks No. 16 on the Forbes Top 500 Private Companies in America.

About ASTA

The mission of the American Society of Travel Agents and its affiliated organizations is to enhance the professionalism and profitability of members worldwide through effective representation in industry and government affairs, education and training, and by identifying and meeting the needs of the traveling public. The Society is the world's largest and most influential travel trade association with over 20,000 members in 140 countries.

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