Enterprise Wins Top Airport Rental Award From UK Airports Operator BAA

UNITED KINGDOM (Dec. 5, 2006) -- UK airports company BAA announced today Enterprise Rent-A-Car has been voted the 2006 SPARK Awards Best Overall Car Rental Operator.

The SPARK Awards are aimed at BAA’s parking and rental business partners, recognising and celebrating service excellence in airport services. In addition to the prestigious overall award, Enterprise’s Edinburgh Airport branch also received the award for Best Car Rental Customer Service Team.

This win highlights Enterprise’s commitment to service and its continuing success in the UK’s airport rental market. With 50 years of experience in the US in the home-city rental market, including more than 10 years on airports, and 12 years in the UK, Enterprise has created an airport car rental service customized to meet the needs of all customers.

Colin Hargrave, BAA’s Managing Director for UK Airport Retail, commented: “BAA’s car parking and car rental partners play a critical part in the business as they often represent the gateway to the travellers’ airport experience. Their hard work delivers a first class service that matches the evolving demands of our customers.

“Enterprise has consistently delivered a top-class rental service from its airport locations and it is a worthy winner of our top rental operator award,” said Hargrave.
Brice Adamson, Enterprise’s Managing Director for the UK & Ireland, added: “Airport rentals have become an increasingly important part of our UK business and we aim to offer our customers the same high quality service at airports that we would give at any non-airport branch.

“It is great to see how that dedication has been acknowledged by BAA and congratulations go to everyone responsible for making our airport locations operate so well.”

BAA is the UK’s largest airport company, owning and operating seven UK airports: Heathrow, Gatwick, Stansted, Southampton, Aberdeen, Glasgow and Edinburgh. It now operates over 105,000 m$^2$ (over 1 million sq ft) of retail space, housing 800 retail outlets and catering sites.

**Enterprise Rent-A-Car**

In the UK, Enterprise is the sole specialist in providing replacement vehicles and courtesy cars, which are relied upon in the event of an accident. Enterprise also offers daily and weekend rental for private or business use.

Founded in 1957, Enterprise Rent-A-Car is headquartered in St. Louis and has more than 7,000 offices in the UK, Germany, Ireland, the United States and Canada. Enterprise started in the UK in 1994 and has rapidly expanded. It currently has over 300 locations across the UK and Ireland and employs more than 3,500 staff. Ninety-one percent of the UK population has an Enterprise branch less than ten miles away.

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