



WORLD HEADQUARTERS

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

FAST FACTS

- Owned by St. Louis-based Enterprise Holdings Inc., a privately held company which, through its regional subsidiaries, 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 5,600 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 CarShare, Enterprise Rideshare, Enterprise Car Sales, Enterprise Truck Rental, Zimride by Enterprise, Exotic Car Collection by Enterprise and Motorcycle Rental by Enterprise
- Official Partner of the NCAA, NHL and NHLPA

AWARDS

- Top Ranking in the J.D. Power 2015 Rental Car Satisfaction Survey, received 10 of the last 12 years
- Favorite Car Rental Agency in TripAdvisor's 2015 U.S. Travelers' Choice Awards
- 2015 Best Daily Car Rental Company by BusinessCar Magazine
- 2015 Gold Magellan Award for Exotic Car Collection from Travel Weekly
- Most Popular Employer in The Guardian UK's 300 Most Popular Employers List for 2015

BUSINESS LINES



Enterprise Car Sales
www.enterprisecarsales.com



Enterprise Truck Rental
www.enterprisetricks.com



Enterprise CarShare
www.enterprisecarshare.com



Rideshare by Enterprise
www.enterpriserideshare.com



Zimride by Enterprise
www.zimride.com



Exotic Car Collection
www.exoticcars.enterprise.com



Motorcycle Rental
www.enterprise.com/motorcycles



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

AFFILIATE



Enterprise Fleet Management
www.efleets.com

- 2015 No. 1 Entry Level Employer from CollegeGrad.com
- Customer Service Champion Ranking from J.D. Power and Associates, 2014
- One of the 120 Most Trusted Brands by Entrepreneur Magazine, 2014

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/siteAssets/Awards.pdf



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** 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.
- 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 leasing division becomes Enterprise Fleet Services, focusing on serving businesses with small- to mid-sized fleets.
- 1993** Enterprise opens its first international office in Windsor, Canada.
- 1994** Enterprise opens its first European office in Reading, England.
- 1995** Enterprise opens its first airport location at the Denver International Airport.
- 1999** Enterprise opens its first Enterprise Rent-A-Truck location.
- 2006** Exotic Car Collection by Enterprise begins operations. Enterprise announces 50 Million Tree Pledge in celebration of first 50 years in business. In partnership with the Arbor Day Foundation and the U.S. Forest Service, Enterprise 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 Alamo, National and Enterprise brands.
- 2010** Enterprise adds first all-electric vehicles to its fleet.
- 2011** Enterprise launches "Enterprise Way" integrated marketing initiative featuring its first new ad campaign in two decades.
- 2012** Retail and commercial car-sharing operations begin being offered under the Enterprise CarShare name.
- 2013** Motorcycle Rental by Enterprise launches in Las Vegas. Enterprise acquires ride-matching business of Zimride. Pam Nicholson named CEO of Enterprise Holdings, the first from outside the Taylor family.
- 2015** Enterprise Holdings continues to expand globally, with its brands operating in more than 70 countries and territories.