



Optional Customer Carbon Offset Program

<p>What is this carbon offset program about?</p>	<p>Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car customers are being offered the opportunity to benefit the environment by offsetting the carbon dioxide (CO2) emissions generated by their car rentals.</p> <p>By choosing to pay a small charge per rental, our customers can fund certified offset projects that work to remove CO2 from the atmosphere. The \$1.25 paid by the customer for the offset will be collected by our company and passed on to TerraPass. None of these funds collected for the offset are kept by our rental car company. We will match these customer contributions dollar-for-dollar up to \$1 million dollars.</p>
<p>How do I offset my rental?</p>	<p>It's easy. Customers can "opt in" and purchase a carbon offset while booking their reservations through our call-in reservation centers or online at the following Web sites:</p> <ul style="list-style-type: none"> • www.enterprise.com (1-800-Rent-A-Car) • www.nationalcar.com (1-800-227-7368) • www.alamo.com (1-800-462-5266)
<p>How much does a carbon offset cost?</p>	<p>Customers can offset the CO2 generated by an average rental by adding an additional \$1.25 (plus applicable taxes) to the cost of their total rental. The costs paid for the carbon offsets are not tax-deductible.</p>
<p>How did you determine the carbon offset purchase amount?</p>	<p>Based on the combined Enterprise, National and Alamo car rental fleets, we calculated the average vehicle fuel economy, miles driven per rental, and number of days per rental over the past year. TerraPass used that information to determine the CO2 impact of the average rental. The \$1.25 offset charge is the cost of offsetting that average per-rental impact. (Total offsets purchased will vary based on factors such as the current market rates for the offsets.)</p>
<p>What does this mean for the environment?</p>	<p>According to TerraPass, for every 100,000 customers who choose to take part in the program, this effort will offset more than 30 million pounds, or 13,500 metric tons, of CO2. And the company's dollar-for-dollar match doubles the environmental benefit. In the coming year, we anticipate between 20 million and 25 million customers will have the opportunity to take part in this program.</p>
<p>Who provides the carbon offsets used in this program?</p>	<p>After a lengthy search, we chose TerraPass, a leading consumer retailer and marketer of greenhouse gas reduction offsets. TerraPass funds clean energy and greenhouse gas reduction projects throughout North America and will select the carbon offset projects. Each project is certified by an independent agency. For more detailed information about these projects, visit www.terrapass.com.</p>
<p>Why did you choose TerraPass?</p>	<p>We chose TerraPass because its voluntary carbon offset is based on high standards, sound science and transparency. Its portfolio is built on two guiding principles:</p> <ul style="list-style-type: none"> • Matched Maturity – The offsets you buy are tied to reductions that happen in the same year. • Third-Party Verification – All offset purchases through TerraPass are verified by a respected third-party non-profit environmental advocacy group, the Center for Resources Solutions.
<p>When can customers begin making their rentals "carbon neutral?"</p>	<p>We launched the program in January 2008.</p>