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**For Immediate Release**

## **Enterprise Rent-A-Car Adds 5,000 Hybrids to Nationwide Fleet; Establishes Nearly 80 ‘Hybrid Branch’ Locations in U.S.**

*Addition Doubles Number of Hybrids in World’s Largest Fleet of Fuel-Efficient Vehicles;  
Customers Now Can Reserve Hybrids from Designated Locations Online or by Phone*

**Feb. 3, 2009 (St. Louis)** Enterprise Rent-A-Car is adding approximately 5,000 additional gas/electric hybrids to its nationwide fleet and designating nearly 80 rental locations across the country as “hybrid branches.” The designated “hybrid branches” have a high concentration of the new hybrids available and, for the first time, customers can reserve these hybrids online or by phone.

Enterprise already was home to the world’s largest fleet of fuel-efficient vehicles. The addition of nearly 5,000 hybrid vehicles more than doubles the amount of hybrids the company owns. Hybrids can achieve greater fuel economy, use less gasoline and have fewer emissions than traditional vehicles.

The new hybrids will be available at nearly 80 locations in 24 major markets across the country, including the 10 busiest airports for business travelers in the United States. Markets include California (Los Angeles, San Francisco, Sacramento and Fresno); Colorado (Denver); Florida (Orlando, Tampa); New York (Albany, Ithaca, New York City, Rochester); Oregon (Eugene, Portland); Texas (Austin, Dallas, Houston); Atlanta; Boston; Detroit; Minneapolis; Philadelphia; St. Louis; Seattle; and Washington, D.C.

Customers in these markets will be able to choose from several makes and models of hybrid vehicles including the Toyota Prius, Nissan Altima, Ford Escape and Toyota Camry. Rental costs will vary according to market conditions; rates also will vary at locations throughout the country.

“Whether they’re traveling for business or pleasure, our customers continue to seek out environmentally friendly vehicle options,” said Jeff Morrell, Vice President of Business Development for Enterprise Rent-A-Car. “Doubling our fleet of hybrid vehicles nationally is in direct response to that demand and furthers our commitment to help grow the market for new engine technologies and alternative fuels.”

Customers can reserve a hybrid at any of the designated “hybrid branch” rental locations online at [www.enterprise.com](http://www.enterprise.com) or by calling 1-800-RENT-A-CAR.

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The designation of “hybrid branches” nationwide continues Enterprise’s environmental commitment to growing the market for alternative fuels and technologies. The Enterprise family of companies, which is owned by the Taylor Family and includes the Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car brands, has the industry’s most comprehensive environmental sustainability platform that includes:

- Embracing new, clean technologies – In addition to the focus on hybrids, Enterprise has designated eight “E85/*FlexFuel*” branches where as much as 30 percent of the local fleets are *FlexFuel* vehicles capable of using E85 (a blend of 85 percent ethanol and 15 percent gasoline). In addition, Enterprise fuels those vehicles from a nearby E85 fueling station.
- The world’s largest fleet of fuel-efficient vehicles – Nearly 450,000 cars in the combined Enterprise, National and Alamo fleet average a highway fuel efficiency rating of at least 28 mpg or better; nearly 230,000 average 32 mpg or better; and nearly 425,000 have earned the U.S. Environmental Protection Agency’s **SmartWay** certification mark – a distinction the EPA grants to vehicles that emit relatively low levels of both regulated pollutants and greenhouse gases such as CO<sub>2</sub>.
- Customer Carbon Offsets – Enterprise, National and Alamo customers can offset the CO<sub>2</sub> emissions of their rental cars by opting to pay \$1.25 per rental to fund certified offset projects through TerraPass. The company’s charitable foundation will match customer contributions dollar-for-dollar, up to \$1 million.
- Research – In 2007, the Taylor family donated \$25 million to create the Enterprise Rent-A-Car Institute for Renewable Fuels, where top scientists are working on alternatives to finite fossil fuels by finding new ways to create fuel from renewable, reliable plant sources.
- Conservation – The company’s charitable foundation has pledged \$50 million to plant 50 million trees over 50 years through the 50 Million Tree Pledge, a public/private/nonprofit partnership with the Arbor Day Foundation and the U.S. Forest Service. Trees are being planted on public lands in the U.S., Canada and Europe.

All told, over the past several years the Taylor family and their companies have contributed or pledged more than \$120 million to environmental initiatives. For more information about the full environmental platform, visit [www.keystogreen.com](http://www.keystogreen.com).

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

Founded in 1957 and headquartered in St. Louis, Enterprise Rent-A-Car is an internationally recognized brand with the largest fleet of passenger vehicles in the world today, more than 700,000 cars and trucks. Enterprise also operates a network of 7,000 neighborhood and airport rental locations in the United States, Canada, the U.K., Ireland and Germany. Enterprise of North America is part of a global strategic alliance with Europcar, creating the world’s largest car rental network.

As North America’s largest car rental company, Enterprise is known for its exceptionally low rates, neighborhood convenience and its outstanding service, including picking up local customers at no extra cost. Ranked No. 18 on the Forbes Top 500 Private Companies in America, Enterprise has branch offices located within 15 miles of 90 percent of the U.S. population. In addition, Enterprise has ranked highest in customer satisfaction among airport rentals in nine out of the past 10 years, according to J.D. Power and Associates Rental Car Satisfaction Study. For more information about Enterprise, visit [www.enterprise.com](http://www.enterprise.com).

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