



FOR IMMEDIATE RELEASE

For more information, please contact:

Laura Bryant
Enterprise Rent-A-Car
(314) 512-4178

laura.t.bryant@erac.com

Jack Farmer,
Fleishman-Hillard Inc.
(314) 982-8630

jack.farmer@fleishman.com

Enterprise Rent-A-Car Expands into Puerto Rico

Company Continues Geographic Growth with First Caribbean Offices

SAN JUAN, Puerto Rico (Jan. 4, 2007) – Enterprise Rent-A-Car, the largest car rental company in the Americas, has announced its entry into Puerto Rico, serving customers at neighborhood locations in Isla Verde, Bayamón, Hato Rey, and Guaynabo. It marks the company's first operations in the Caribbean.

“Enterprise Rent-A-Car is thrilled to be part of this community, and we're eager to bring the Enterprise brand of personalized customer service to Puerto Rico,” said Neil Hafer, Group Vice President, General Manager. “We look forward to providing our neighbors and visitors alike with a wide selection of vehicles to meet a variety of needs and to provide the kind of customer service that sets us apart from the competition.”

Enterprise will bring to its Puerto Rican operations the same community commitment that characterizes its operations throughout North America and abroad. The company will buy vehicles locally and work with local service shops and other area vendors. Eventually, as the number of Enterprise branch offices expands throughout Puerto Rico, the company will hire additional local employees and recruit management trainees from local universities.

- more -

Enterprise, Puerto Rico / add one

“We hope to open as many as four or five locations in Puerto Rico per year and look to hire more than 150 employees over the next five years,” Hafer said. “We also plan to expand with as many as eight additional branch offices throughout Puerto Rico for island-wide service in 2007.”

A full-service, on-site location at Luis Muñoz Marín International Airport in Carolina is scheduled to open in the spring. Until then, airport customers are being picked up and served by the Isla Verde location at the Ritz-Carlton San Juan Hotel, Spa & Casino.

Enterprise is the fastest-growing rental car company at U.S. airports, expanding from one on-airport location in 1995 to 230 today. Enterprise’s market share at U.S. airports has nearly quadrupled during the past five years. For the third year in a row and the seventh time in the past eight years, Enterprise ranked highest in the 2006 J.D. Power and Associates Rental Car Satisfaction Study, which includes both leisure and business travelers.

“Our company was started in 1957, based on the simple philosophy of ‘Take care of our customers and employees first ... and profits will follow,’” Hafer said. “This philosophy has guided our expansion throughout North America, as well as to Europe. We are excited now to have the opportunity to serve Puerto Rico.”

From its convenient neighborhood locations, Enterprise rents vehicles to individuals who need a temporary replacement vehicle or to meet a variety of other needs, including leisure travel. The company also serves businesses that have corporate travel needs as well as provides loaner vehicles to dealerships and service shops.

Enterprise, Puerto Rico / add two

Enterprise's first Puerto Rican operations are located at:

Bayamón Ford

Road #2 Km 14.7 Hato Tejas
Bayamón, Puerto Rico 00959

Hours of operation for the Bayamón location are:
Monday-Friday, 7 a.m. to 5 p.m.
Closed on Saturday and Sunday

Ritz-Carlton San Juan Hotel, Spa & Casino

6961 Avenue of the Governors
Isla Verde, Puerto Rico 00979

Hours of operation for the Ritz-Carlton location are:
Monday-Friday, 8 a.m. to 6 p.m.
Saturday and Sunday 9 a.m. to 3 p.m.

San Juan (Hato Rey)

Pepe Diaz #48
San Juan, Puerto Rico 00917

Hours of operation for the San Juan location are:
Monday-Friday, 7:30 a.m. to 5:30 p.m.
Closed on Saturdays and Sundays

Guaynabo

1353 Carr. 19
Guaynabo, Puerto Rico 00966

Hours of operation for the Guaynabo location are:
Monday-Friday, 7:30 a.m. to 5:30 p.m.
Closed on Saturday and Sunday

- more -

Enterprise, Puerto Rico / add three

“We’re very proud of Enterprise’s hallmark commitment to customer service and our commitment to provide a reliable, consistent source of replacement vehicles for insurance companies in this growing community,” Hafer said. “With approximately 4 million residents and 5 million visitors to the island annually, Puerto Rico offers significant opportunity for our insurance replacement and leisure rental businesses. The island’s tremendous popularity as a vacation destination – for example, San Juan’s major port and popular travel resorts – also bodes well for Enterprise.”

About Enterprise Rent-A-Car

Founded in 1957, Enterprise Rent-A-Car has more than 6,900 offices in the United States, Canada, Puerto Rico, the U.K., Ireland, and Germany and operates more than 878,000 rental and fleet management vehicles worldwide. Enterprise, with 900 international branches and more than 7,000 employees, is ranked No. 21 on the Forbes “500 Largest Private Companies in America” list.

For more information, visit: www.enterprise.com.

#