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For Immediate Release

Enterprise Rent-A-Car Announces First E85/*FlexFuel* Branch in Charlotte; Latest Move in Nationwide Commitment to New, Clean Fuels and Technologies

*Enterprise Leverages Largest FlexFuel Fleet in America
To Expand Consumer Awareness, Use of E85 Ethanol Blend*

December 6, 2007 (St. Louis) – As part of its nationwide commitment to promote the increased availability and use of new, clean fuels and technologies throughout the United States, Enterprise Rent-A-Car is designating its first “E85/*FlexFuel* branch” in the Charlotte area, located at 5115 Nations Ford Road. Officials from Enterprise will be on hand as the Enterprise branch begins fueling its *FlexFuel* vehicles from the E85 fuel pump at the nearby PC Mart, at 211 East Woodlawn in Charlotte. From 7 – 9 a.m., Enterprise will fuel the vehicles during a GM-sponsored promotion at the PC Mart where customers can purchase E85 for 85 cents per gallon.

For Enterprise, the move is the latest addition to a comprehensive, long-term environmental stewardship platform, and follows the launch in recent months of similar E85/*FlexFuel* branches in Washington, D.C.; Cincinnati, Columbus, and Dayton, Ohio; and St. Louis.

“As the owner of the world’s largest vehicle fleet, we are committed to fueling our *FlexFuel* vehicles with E85 and sending a strong message that we are ready to embrace new technologies and alternative fuels as they become commercially viable,” said Geoff Durboraw, vice president and general manager of Enterprise’s operations in the Charlotte area. “Those who produce and sell *FlexFuel* vehicles and E85 fuel need to know that if they make it, we will buy it, and we will encourage our customers to use it as well.

“Today we are honored to back that commitment by establishing our first E85/*FlexFuel* branch in Charlotte,” Durboraw said. “About 25 percent of our fleet at that branch will be GM *FlexFuel* vehicles, and we are committed to keep them fueled with E85 from the PC Mart fueling station. It’s a pleasure to join with others who share our commitment to environmental stewardship.”

The Taylor family of companies, which includes Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car, has the world’s largest fleet of *FlexFuel* vehicles – more than 54,000 cars and trucks that have the ability to burn E85, a blend of 85 percent ethanol and 15 percent gasoline. Nationally, Enterprise is actively deploying as many of its *FlexFuel* vehicles as possible near E85 fueling stations in order to build consumer awareness and increase the number of cars being fueled with E85. According to the EPA, E85 can reduce greenhouse gas emissions by up to 20 percent.

“Building the infrastructure for E85 is a major goal for GM and with partners like Enterprise committing to fueling their vehicles and communicating the benefits of the E85, that will happen much more quickly,” said Mary Beth Stanek, GM director of Environment, Energy and Safety Policy.

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Enterprise E85/FlexFuel Branch in Charlotte Add One

The Enterprise E85/*FlexFuel* branch will have about 40 GM *FlexFuel* vehicles available for rental. To educate customers about E85, Enterprise will provide in-car materials showing the locations of other Charlotte-area E85 fueling stations, and offer information on the environmental benefits of the fuel.

“At Enterprise, we know there are two things we need to be successful for the long term – cars and fuel,” said Durboraw. “We need access to both and both must be acceptable to society. For us, environmental stewardship is about sustaining our business for the long term by addressing the parts of the world our business touches. Embracing renewable fuel blends like E85 and alternative technologies like *FlexFuel* is a step in the right direction to reduce vehicle emissions and cut our dependence on fossil fuels.

“Part of our goal as a company is to reduce the environmental impact of our fleet,” Durboraw added. “But we know our customers care about the environment, too. We want to make it easier for them to make sustainable choices. In Charlotte, this focus on E85 and *FlexFuel* vehicles will help us accomplish that goal.”

In addition to this initiative to embrace E85, FlexFuel and other new, clean technologies, the other major elements of the company’s environmental platform include:

- Offsetting carbon dioxide (CO2) emissions – Beginning in January 2008, Enterprise – along with National Car Rental and Alamo Rent A Car – will offer customers the opportunity to benefit the environment by offsetting the CO2 emissions generated by their car rentals.
- The world’s largest fleet of fuel-efficient vehicles – More than 440,000 cars in the combined Enterprise, National and Alamo worldwide fleet average a highway fuel efficiency rating of 28 mpg or better, and more than 237,000 average at least 32 mpg. In addition, 264,000 have earned the U.S. EPA’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 CO2.
- Research – In February 2007, the Taylor family gave \$25 million to create the Enterprise Rent-A-Car Institute for Renewable Fuels at the Donald Danforth Plant Science Center in St. Louis, one of the world’s foremost plant research centers. The institute works to develop acceptable alternatives to finite fossil fuels by finding new ways to create fuel from renewable, reliable plant sources.
- Conservation – The Enterprise Rent-A-Car Foundation is funding the planting of 50 million trees over the next 50 years at a total cost of \$50 million through the 50 Million Tree Pledge, a public/private/non-profit partnership with The National Arbor Day Foundation and the U.S. Forest Service. The trees are being planted on public lands in the U.S., Canada and Europe.

About Enterprise Rent-A-Car

Founded in 1957, Enterprise Rent-A-Car is headquartered in St. Louis and serves customers in the United States, Canada, the U.K., Ireland, and Germany. Enterprise is North America’s largest car rental company in fleet size, number of locations, and annual revenue, ranking No. 21 on the *Forbes* Top 500 Private Companies in America. Enterprise has ranked highest in customer satisfaction among airport rentals in eight out of the past nine years, according to J.D. Power and Associates Rental Car Satisfaction StudySM. Enterprise is owned by the Taylor family, which acquired the National Car Rental (nationalcar.com) and Alamo Rent A Car (alamo.com) businesses in 2007. For more information about Enterprise, visit enterprise.com.