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For Immediate Release

Enterprise Rent-A-Car Designates ‘Green Branch’ in Sacramento; First Location in State to Concentrate Hybrid, Fuel-Efficient Vehicles in One Rental Location

Company Responds to High Demand for Environmentally Friendly Vehicles

September 23, 2008 (Sacramento) – In response to customer demand for environmentally friendly vehicles, Enterprise Rent-A-Car has designated its first “Green Branch” in the state of California in Sacramento near the State Capitol. The “Green Branch” designation means rental customers will be able to choose from a fleet of cars that include hybrids as well as high-mileage, fuel-efficient cars demonstrating Enterprise’s environmental platform and the company’s ongoing commitment to supporting the use of alternative technologies and fuel-efficient vehicles.

A majority (70%) of the downtown Sacramento “Green Branch” fleet will be comprised of fuel efficient cars including hybrid gas/electric vehicles and fuel-efficient vehicles that average a highway fuel efficiency rating of at least 28 mpg or better.

The vehicles are available to rent beginning immediately at the Enterprise Rent-A-Car branch at 500 12th Street. (12th and E)

“For the past 50 years, Enterprise Rent-A-Car has steadily grown its business by consistently talking and listening to its customers, said Susie Irwin, vice president and general manager for Enterprise in Sacramento. Customers of Enterprise’s downtown branches have expressed great interest in renting environmentally friendly vehicles, and we are responding by concentrating the largest number of hybrid and fuel-efficient vehicles at a specific, convenient rental location.

“Enterprise is committed to supporting new technologies and alternative fuels as they become commercially viable, and we’ll continue to make them more accessible to our customers,” Irwin added.

The Enterprise Sacramento location is the first “Green Branch” to be designated by the company in the state of California. (The company opened 4 “Green Branches” in Atlanta, GA in April, 2008.) During the past year, Enterprise has officially designated a total of eight “E85/*FlexFuel*” branches in Washington, D.C.; Charlotte, N.C.; Sioux Falls, S.D.; Grapevine, Texas; and Cincinnati, Columbus and Dayton, Ohio; and Miami, FL. 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, a blend of 85 percent ethanol and 15 percent gasoline.

The Taylor family of companies, which includes Enterprise, National Car Rental and Alamo Rent A Car, owns and operates the world’s largest vehicle fleet, which includes 4,000 hybrids, 73,000 *FlexFuel* vehicles, and 440,000 fuel-efficient vehicles.

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"In order to be successful in the future, our businesses need two things – cars and fuel, said Irwin. For us, environmental stewardship is about sustaining our business for the long term by addressing the parts of the world our business touches. Embracing new technologies like hybrids and alternative technologies like *FlexFuel* in other parts of the country, is a step in the right direction to reduce vehicle emissions and limit our dependence on fossil fuels."

The Taylor family's focus on alternative technologies and fuel-efficient vehicles is just part of the industry's most comprehensive environmental sustainability platform. The other major elements of the company's stewardship commitment are:

- Customer Carbon Offsets – Enterprise, National and Alamo offer customers the opportunity to benefit the environment by offsetting the carbon dioxide (CO₂) emissions of their rental cars. By opting in to pay \$1.25 per rental, customers will fund certified offset projects through TerraPass that work to remove CO₂ from the atmosphere. This cost is based on the average CO₂ emissions generated by a rental car operating in the fleet. The company's charitable foundation will match customer contributions dollar-for-dollar, up to \$1 million per year.
- 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 at least 28 mpg or better, and more than 237,000 average 32 mpg or better. 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.
- Embracing new, clean technologies – Enterprise, National and Alamo own about 4,000 gas/electric hybrid vehicles. They also operate the world's largest fleet of *FlexFuel* vehicles – more than 73,000 cars and trucks that have the ability to burn E85, a blend of 85 percent ethanol and 15 percent gasoline. In addition, nationally, the company 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, which according to the U.S. EPA can reduce greenhouse-gas emissions by up to 20 percent.
- Research – In 2007, the Taylor family donated \$25 million to create the Enterprise Rent-A-Car Institute for Renewable Fuels at 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 company's charitable 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 Arbor Day Foundation and the U.S. Forest Service. The 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.

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 eight out of the past nine years, according to J.D. Power and Associates Rental Car Satisfaction Study. For more information about Enterprise, visit www.enterprise.com.

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