

## WORLD HEADQUARTERS

Enterprise Holdings, Inc.  
600 Corporate Park Drive  
St. Louis, Missouri 63105  
(314) 512-2880  
[www.enterpriseholdings.com](http://www.enterpriseholdings.com)



**Alamo Rent A Car**  
[www.alamo.com](http://www.alamo.com)



**Enterprise Rent-A-Car**  
[www.enterprise.com](http://www.enterprise.com)



**National Car Rental**  
[www.nationalcar.com](http://www.nationalcar.com)



**Enterprise Car Sales**  
[www.enterprisecarsales.com](http://www.enterprisecarsales.com)



**Enterprise Commercial Trucks**  
[www.enterprisetrucks.com](http://www.enterprisetrucks.com)



**Enterprise CarShare**  
[www.enterprisecarshare.com](http://www.enterprisecarshare.com)



**Enterprise RideShare**  
[www.enterpriserideshare.com](http://www.enterpriserideshare.com)



**Zimride**  
[www.zimride.com](http://www.zimride.com)



**Enterprise Fleet Management**  
[www.efleets.com](http://www.efleets.com)

Enterprise Holdings and its affiliate Enterprise Fleet Management together offer a total transportation solution. Combined, these businesses – which include extensive car rental and car sharing services, commercial truck rental, corporate fleet management, and retail car sales – accounted for \$17.8 billion in revenue and operated more than 1.5 million vehicles throughout the world in fiscal year 2014.

Enterprise Holdings, through its regional subsidiaries, operates the largest fleet of vehicles in the world through a global network of nearly 8,600 airport and neighborhood locations under the Enterprise Rent-A-Car, National Car Rental, and Alamo Rent A Car brands. Its affiliate, Enterprise Fleet Management, provides full-service fleet management to companies and organizations with medium-sized fleets. Other transportation services marketed under the Enterprise brand name include Enterprise CarShare, Enterprise Rideshare, Enterprise Car Sales, and Enterprise Commercial Trucks.

Enterprise Holdings is the largest car rental company in the world as measured by revenue, fleet, and employees. Enterprise Holdings' annual revenues also place it near the top of the travel industry, exceeding all other rental car companies, and most airlines, cruise lines, hotels, tour operators and online travel agencies.

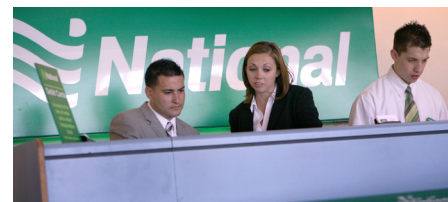
An Enterprise Holdings brand has ranked highest in rental car customer satisfaction among North American airport rentals in the J.D. Power Rental Car Satisfaction Study for 13 of the past 15 years.

## HIGHLIGHTS

- 83,000 employees\*
- More than 1.5 million vehicles, the world's largest fleet\*
- Approximately 8,600 neighborhood and airport locations worldwide
- More than 6,000 neighborhood and airport locations in the U.S.
- Ranked by *Forbes* as one of America's Largest Private Companies

\*Employee and fleet numbers include Enterprise Fleet Management

For more information about Enterprise Holdings' [Corporate Sustainability Report](#) or the company's environmental stewardship and long-term commitment to the sustainability of its business, visit [www.DrivingFutures.com](http://www.DrivingFutures.com).



## FAST FACTS

### Alamo Rent A Car

- Founded in 1974
- Attracts value-oriented international and U.S. leisure travelers looking for an easy and hassle-free rental experience
- Largest car rental provider to international travelers visiting North America
- Launched the industry's first real-time Internet booking engine in 1995 and first online check-in system in 2005; today, operates 171 self-service kiosks at 63 U.S. locations
- Earned *Budget Travel* magazine's "Extra Mile Award" for self-serve kiosks
- Official rent a car of *Walt Disney World*® Resort and *Disneyland*® Resort

### Enterprise Rent-A-Car

- Founded in 1957
- Rental locations throughout North America and Europe
- More than 5,500 U.S. neighborhood and airport branch offices located within 15 miles of 90 percent of the U.S. population
- Known for great rates, neighborhood convenience and outstanding service, including picking up local customers at no extra cost
- Ranked highest in rental car customer satisfaction among North American airport rentals by J.D. Power and Associates eight times in the past ten years
- Official Corporate Partner of the NCAA, NHL and NHLPA

### National Car Rental

- Founded in 1947
- Premium, internationally recognized brand serving the daily rental needs of the frequent airport traveler seeking choice, convenience and time savings for their personal and business trips
- Helped pioneer the corporate account business with the car rental industry's first comprehensive frequent-renter program ("Emerald Club")
- Introduced "Emerald Aisle," where members can bypass the rental counter and select their own vehicles without stopping for any paperwork
- Earned 2010 and 2011 *SmarterTravel* Editors' Choice Award as the "Best Rental Car Loyalty Program"
- Official Partner and Official Rental Car of The PGA of America
- Named Best Rental Car Company in North America for 2012 by *Business Traveler* magazine
- Recognized as best overall car rental service by *Executive Travel* magazine
- Ranked highest in rental car customer satisfaction among North American airport rentals in the J.D. Power 2013 Rental Car Satisfaction Study
- Scored highest in the car rental industry in the 2014 Forrester Research Customer Experience Index

## EXECUTIVES

Andrew C. Taylor  
EXECUTIVE CHAIRMAN

Donald Ross  
VICE CHAIRMAN

Pamela Nicholson  
PRESIDENT AND  
CHIEF EXECUTIVE OFFICER

Jo Ann Taylor Kindle  
PRESIDENT, ENTERPRISE  
HOLDINGS FOUNDATION

Greg Stubblefield  
EXECUTIVE VICE PRESIDENT  
AND CHIEF STRATEGY OFFICER

William Snyder  
EXECUTIVE VICE PRESIDENT  
AND CHIEF FINANCIAL OFFICER

Christine Taylor-Broughton  
SENIOR VICE PRESIDENT,  
NORTH AMERICAN OPERATIONS

Steve Bloom  
PRESIDENT, ENTERPRISE FLEET MANAGEMENT  
AND SENIOR VICE PRESIDENT, CAR SALES

Lee Kaplan  
SENIOR VICE PRESIDENT  
AND CHIEF ADMINISTRATIVE OFFICER

Craig Kennedy  
SENIOR VICE PRESIDENT  
AND CHIEF INFORMATION OFFICER

Edward Adams  
SENIOR VICE PRESIDENT,  
HUMAN RESOURCES

Rose Langhorst  
SENIOR VICE PRESIDENT AND  
TREASURER

Carolyn Kindle  
VICE PRESIDENT AND  
EXECUTIVE DIRECTOR  
ENTERPRISE HOLDINGS FOUNDATION

Patrick T. Farrell  
CHIEF MARKETING AND  
COMMUNICATIONS OFFICER



## ANNUAL REVENUE

### WORLDWIDE

FY 2014	\$17.8 billion*
FY 2013	\$16.4 billion*
FY 2012	\$15.4 billion*
FY 2011	\$14.1 billion
FY 2010	\$12.6 billion
FY 2009	\$12.1 billion
FY 2008	\$13.1 billion
FY 2007	\$9.5 billion
FY 2006	\$8.9 billion
FY 2005	\$8.2 billion
FY 2004	\$7.4 billion
FY 2003	\$6.9 billion
FY 2002	\$6.5 billion

\*FY 2012, FY 2013 and FY 2014 revenue includes revenue from Enterprise Fleet Management, which was spun out from Enterprise Holdings on August 1, 2011.

## CHRONOLOGY/KEY MILESTONES

- 1947** Group of 24 independent car rental operators with 800 vehicles and 60 locations come together to found National Car Rental
- 1954** National becomes first car rental brand to offer one-way rentals for customers wishing to rent cars in one town and leave them in another
- 1957** Jack Taylor founds Executive Leasing, the company that eventually would become Enterprise Holdings, operating with a fleet of seven cars
- 1962** Executive Leasing begins rental operation with a fleet of 17 cars
- 1966** National is first in car rental industry to bring computers into daily reservation operations
- 1969** Jack Taylor names the company Enterprise as a salute to a WWII aircraft carrier he served on – the USS Enterprise
- 1974** Alamo Rent A Car founded with four locations in Florida, pioneering the concept of unlimited free mileage
- 1982** Alamo opens state-of-the-art rental plaza in Tampa, Fla.
- 1987** National introduces “Emerald Club,” industry’s first comprehensive frequent-renter program
- 1991** Jack Taylor’s son, Andy Taylor, named Enterprise CEO
- 1995** Alamo is first in car rental industry with real-time Internet booking capabilities
- 2000** Enterprise fleet nears 500,000 vehicles; revenue surpasses \$5.6 billion
- 2005** Alamo launches industry’s first and only online check-in system; Enterprise fleet surpasses 665,000 vehicles
- 2006** Enterprise announces 50 Million Tree Pledge in celebration of first 50 years in business; makes commitment to plant 50 million trees over next 50 years, at a cost of \$50 million
- 2007** Taylor family acquires Alamo and National brands
- 2008** Enterprise receives Global Vision Award from *Travel Leisure*; total fleet surpasses 1.1 million vehicles (including Alamo, Enterprise and National)
- 2009** Taylor family of companies adopts Enterprise Holdings name as parent of Alamo Rent A Car, Enterprise Rent-A-Car and National Car Rental brands
- 2010** Enterprise adds first all-electric vehicles to fleet
- 2011** Enterprise Holdings’ brands named top rental car services of 2011 by *Executive Travel* readers; company publishes its inaugural Corporate Sustainability Report
- 2012** Enterprise Holdings further expands its European presence with its acquisition of Citer and Atesa car rental brands, enters the car rental market in China through a strategic investment in eHi Auto Services; President and COO Pam Nicholson again named one of *Fortune* magazine’s 50 Most Powerful Women in Business (2007-12); company franchises Enterprise Rent-A-Car brand for first time in Portugal, rebrands locations in France and Spain to Enterprise Rent-A-Car
- 2013** Enterprise Holdings receives “Outstanding Achievement Award for Sustainability” from the Global Business Travel Association (GBTA) Foundation; *Human Resource Executive* magazine names company one of top 100 corporate employers in U.S. by size of workforce; US Veterans Magazine recognizes Enterprise Holdings as a Top Veteran-Friendly Company; Pam Nicholson named CEO, the first from outside the Taylor family; ride-matching business of Zimride acquired
- 2014** Enterprise Rent-A-Car and National Car Rental brands are recognized as J.D. Power 2014 Customer Champions; Enterprise Rent-A-Car is voted favorite rental car agency in TripAdvisor® Travelers’ Choice Awards.