

Introduction

Transportation options are expanding to meet the urban mobility needs of growing cities.

Enterprise Holdings operates the world's largest fleet of passenger vehicles: more than 1 million, available through 8,200 neighborhood and airport locations around the world.

And with 6,200 rental locations located within 15 miles of 90 percent of the U.S. population, we're a significant link in the automotive value chain – uniquely positioned to quickly and efficiently introduce millions of drivers to new fuel and vehicle technology.



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Car Rental and Car Sharing

“Automated car-sharing technology has made certain transportation alternatives available around the clock and even more convenient. But the fact is, local car rental – just like local car sharing – has always offered accessible and affordable mobility options right where people live and work.”

Triple Pundit

January 14, 2013

Lee Broughton, Head of Corporate Sustainability



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Carshare by Enterprise

- Opened in Washington DC on September 23rd
- Already have almost 3,000 members and 65 vehicles in service
- Will have over 100 vehicles in service by the end of the calendar year
- Currently no EVs or PHEVs are in the DC Carshare fleet
- No intention of adding EVs or PHEVs into the general use public fleet at this time
- Actively looking for a corporate or government partner who would like to use an EV or PHEV for a dedicated pool of users



EV Challenges

- Range anxiety
- Does not work for every customer
- Lower utilization –high cost to carry
- Limited infrastructure
- Long charging times
- Reduced ability to re-rent vehicles in between returns
- Lack of comfort with the technology



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Adoption of EV's and PHEV's

- Must meet the drivers needs at a cost they are willing to pay
- Things that can be done today to help drive acceptance
- High profile pilots



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