

A Smarter, Better Way To Work

Commuter Connections

July 19, 2011



Enterprise Holdings

- Operates:



- \$12.1B in revenue
- 68,000 employees
- 1.1MM vehicles
- 7,600 neighborhood and airport locations throughout North America, Mexico, Latin America, and Europe
- Ranked 24 on the Forbes Top 500 Private Companies in America

Rideshare

- Founded in 1994.
- Operated entirely by Enterprise Rent-A-Car.
- Offers the widest variety of late-model vehicles.



Overview

- A comprehensive alternative commute program.
- Employee Benefits:
 - Dramatically reduced commute costs.
 - Potential to lower commute time.
 - Comfortable, clean, new, often upgraded fleet options.
 - Reduction in personal Carbon Footprint.
 - Preferred Parking.



Overview (continued...)

- **Employer Benefits:**
 - Increased employee moral and retention.
 - Zero required costs.
 - Ease, or eliminate parking congestion
 - Carbon footprint reduction and tracking programs.
 - Improved relocation programs.

The Experience

■ Vanpooler

- Financial support through available funding and tax benefits.
- Best in class vehicle condition and fleet selection.
- Freedom of time—to rest, to read, or to work.
- Award winning customer service delivered consistently to every vanpool team.

The Experience (continued)

- **Formation Meetings**
 - Rideshare coordinators work with your employees to provide personalized solutions.
- **Account Management**
 - Delivers customer support, reporting and evaluation solutions, formation group meetings and marketing.
- **Customer Support & Roadside Assistance**
 - 24-hour customer care.
 - Support of 7,000 locations.
 - Replacement vehicles.

The Experience (continued)

■ Fleet & Ancillary Products

- Providing the newest and most diverse fleet.
- SUVs, Minivans, and Cross-overs.
- Convenient options—WiFi, Satellite radio, real-time traffic reports.

■ Maintenance

- Provides locally managed and operated maintenance programs

Why Rideshare Is Right For You

■ Local Support

- Award-winning customer service.
- Professional, local decision makers.
- Constantly monitoring your program:
 - Evaluation and formation of new groups.
 - Reporting
 - Marketing
 - Training
 - Maintenance
- Benefits to your company:
 - Increased employee satisfaction
 - Reduced carbon emissions
 - Zero required costs
 - Alleviation of parking concerns



Implementation Strategy

- **Step 1: Vanpool Group Evaluation:**
 - Rideshare analyzes employee data to identify potential groups.
- **Step 2: Employee Education Campaign:**
 - Rideshare creates a short-term education campaign.
- **Step 3: Formation Meetings**
 - Rideshare Coordinators conduct initial round of formation meetings.
 - Rideshare Coordinators provide ongoing analysis of member groups.
 - Rideshare compiles and delivers membership behavioral and emissions data.

Launch and Sustain

Vanpool Fleet



Arrive To Work In Style.
Let Rideshare Customize Your Ride.

Vehicle Sheet

Ancillary Products

Customize your vehicle to fit your needs.

Make your trip extraordinary. Choose from a wide variety of popular accessories and add-ons to make the ride comfortable and convenient for all.

- Wi-Fi**
 - You can web surf, check email, or message friends on your drive to work
 - Get work done while you commute
- Satellite Radio**
 - Over 125 channels of music, sports, news, talk, and entertainment
 - Commercial-free music
 - All-digital signal (improves quality, reduces drop-outs, "CD quality")
 - Song and program information is displayed
- HD Traffic**
 - Real-time, all digital traffic updates (up to 10x faster than analog radio)
 - You can spot events on the road you're driving in real-time (accident spot, traffic speeds, road construction, etc.)
- HD Radio**
 - Clear, crystal clear all digital "CD quality" signal
 - Song and artist information displayed during songs
 - More station options due to signal strength
- MP3 Capability**
 - Download your group's favorite music and entertainment on an SD card, and play through the vehicle stereo system
- GPS**
 - Besides address lookup and routing, it provides Points of Interest (e.g. gas stations, restaurants, etc.) and other information to make your drive easier

Ancillary Sheet

Launch and Sustain

Formation Meeting



Each vanpool creates 9 parking spots.
Parking problems become no problem.
 When you pool cars, you save space, save space from multiple parking. That's how you save and how you get it right.
 RideShare is a vanpooling program that allows you to share your car with other employees. Contact Enterprise RideShare today and let us get you started on your journey.

The new office is 60 minutes away.
 Vanpooling does it in 30.
If your office moves, we'll get your employees there.
 When you pool cars, you save space, save space from multiple parking. That's how you save and how you get it right. RideShare is a vanpooling program that allows you to share your car with other employees. Contact Enterprise RideShare today and let us get you started on your journey.

How many employee benefits cost \$0.00?
A free benefit that provides a bottom-line return.
 When you pool cars, you save space, save space from multiple parking. That's how you save and how you get it right. RideShare is a vanpooling program that allows you to share your car with other employees. Contact Enterprise RideShare today and let us get you started on your journey.

One vanpool eliminates 12,500 lbs. CO₂ / month.
Reduce your carbon footprint.
 When you pool cars, you save space, save space from multiple parking. That's how you save and how you get it right. RideShare is a vanpooling program that allows you to share your car with other employees. Contact Enterprise RideShare today and let us get you started on your journey.

Employees save 1 minute for every mile in the HOV lane.
Avoid long commutes causing longer days!
 When you pool cars, you save space, save space from multiple parking. That's how you save and how you get it right. RideShare is a vanpooling program that allows you to share your car with other employees. Contact Enterprise RideShare today and let us get you started on your journey.

Sell Sheets / Door Openers



Questions?

