Enterprise Rideshare and CarShare Programs
Family Owned & Operated: Ranked #17 on Forbes Top 500 Private Companies in America

$14.1 billion revenues (50+ years of growth and profitability)

1.1 million vehicles, the world’s largest fleet.

7,800 locations

Largest recruiter of college graduates in U.S.

Exclusive Car Rental Provider for State of Illinois
Enterprise CarShare

Car sharing by Enterprise Holdings Inc. started July 2007

60+ University Programs and 35+ Corp/Gov Programs

Operating in 36 U.S. states, Canada and the U.K.

Locally operated through Enterprise Rent-A-Car team and infrastructure

Enterprise CarShare Brand Ambassador

Recently acquired I-GO Car Sharing
How does Enterprise CarShare work?

Enterprise CarShare technology allows paperless, on site transactions, 24 hours a day.

Enterprise CarShare utilizes cutting edge in-car hardware and software management systems.

Members reserve vehicles from their desktop, PDA, etc.

The reservation and access information is sent to the vehicle electronically.

The customer is able to access, drive and return the vehicles on site, with no need for a paper transactions or personnel. (Fuel and “protection” is included in price).

When finished, member, trip and other data is relayed to the Enterprise CarShare system and compiled for analysis.
Potential member visits ECS website to sign up

ECS approves application

Member visits ECS website to reserve a vehicle, receives electronic confirmation of reservation

Member swipes member card in front window for entry and swipes again to complete rental transaction

Member receives electronic invoice

ECS member receives membership materials
The Reservation Process
The Reservation Process

**YOUR RESERVATION**

- **LOCATION:** Univ of Saskatchewan, Physical Activity Complex
- **VEHICLE TYPE:** Ford Focus
- **START:** 12/04/12 03:45 PM
- **END:** 12/04/12 04:45 PM

**Time:**
- **$9.00 Hourly / $55.00 Daily**

**Cost Summary:**
- **AVAILABLE BALANCE:** $0.00
- **ESTIMATED COST:** $10.95
- **APPLIED CREDIT:** $10.95
- **AMOUNT DUE:** $0.00

**FEES:**
- **DISTANCE:** $0.00
- **TAX:** $1.95

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By clicking on “Reserve It”, you certify that you have read and agreed to the Terms of Use
Enterprise CarShare Applications

Personal Use (students)

Provides a highly functional solution to the transportation problems facing many students today including but not limited to:

- Personal Ownership
  - Ownership Cost
  - Impacted Parking on Campus
- Lack of a Personal Vehicle
  - Make off campus shopping trips
  - Utilize affordable overnight and weekend rates for travel
  - Rent when standard retail age restrictions would normally prohibit renting a car
- Parental Concerns
  - A cost effective way to ensure students have transportation when needed
  - Control the cost of transportation as parking, fuel, insurance (age restricted,) are included
Benefits to Illinois Community Colleges

Enterprise CarShare offers numerous benefits, including but not limited to:

- OnSite access to rental vehicles
- Automated rental process with access 24 hours a day
- Transparent vehicle, trip and employee driving data
- Increased utilization and reduced cost by efficiently sharing vehicles
- Further reducing mileage reimbursement, (including short trips)
  - Lower costs
  - Lower employee risk and insurance costs (no longer utilizing employee vehicle)
- The ability to intelligently reduce fleet size and cost with minimal impact to business travel
- Personal Use for Staff and Faculty
Promoting CarShare

Utilize internal PR and Marketing team

Focus on high exposure opportunities, examples include:
- Emails
- School newspaper
- Parent communication and events
- Homecoming
- Print ad (posters, info card, table tents, door hangers and more)

Enterprise Brand Ambassador
- Weekly Tabling promotions
- Group Presentations Bi-Monthly
- Special Events Promotions
- and much more
Rideshare by Enterprise

- Founded in 1994
- Nearly 4,000 vans transporting over 20,000 commuters daily
- Operated entirely by Enterprise Rent-A-Car
- Provides Vanpool, Ridematching and Carpooling services
- Offers the widest variety of late-model vehicles
The Experience

- Groups of 5-15 commuters sharing a ride to work
- Vehicle is provided by Enterprise on a month-to-month basis
- ALL-INCLUSIVE
  - Fuel
  - Maintenance
  - Full-Coverage Insurance
- Guaranteed Ride Home
Employee Benefits

- Dramatically reduced commute costs.
- Improved Use of Time.
- Potential Available Funding or Tax Advantages.
- Comfortable, clean, new, often upgraded fleet options.
- Reduction in personal Carbon Footprint.
- Preferred Parking.
Does Vanpooling/Carpooling really benefit my employees?

Rideshare is committed to educating partners and their employees about the financial benefits of reducing single occupancy commutes.

- Fuel Cost:
- Tolls:
- Depreciation:
- Maintenance:
- Time:
- Stress:
- Potential Financial Assistance:
- Tax Benefits:
- Total Savings:

TOTAL:
Employer Benefits

- Increased employee morale and retention.
- Zero required costs.
- Ease, or eliminate parking congestion
- Carbon footprint reduction and tracking programs.
- Improved relocation programs.
Parking Benefits

- I need a real solution for our parking problems.

- Reducing single occupancy commutes creates a realistic, highly effective parking mitigation solution. The average Vanpool has the potential to create approximately nine free parking spaces, and the average carpool can create 1.4.

- # of Vans:

- # of Available Spaces:

  TOTAL:
Carbon Footprint Calculator

- **Your current footprint.**

Ridesharing takes cars off the road and reduces carbon emissions every day, from day one. Enterprise Holdings is committed to its Sustainability initiatives, and the Rideshare and WeCar divisions work closely with our partners to deliver viable Carbon Footprint Reduction plans. Below is a carbon emissions analysis worksheet to help you better understand how these initiatives can help reduce your footprint.
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

Ancillary Products
Customize your vehicle to fit your needs.
Make your trip as productive as possible with a wide range of popular accessories and options. Choose from a wide variety of options to make your vehicle a truly unique one.

**Rideshare**

- Wi-Fi: Stay connected with access to high-speed internet for work or entertainment.
- Safety Features: Get peace of mind with advanced safety technologies.
- Entertainment: Enjoy a wide range of entertainment options for long commutes.
- Fuel Economy: Save money on fuel with improved efficiency.
- Comfort: Experience a comfortable ride with advanced comfort features.

HD Traffic: Real-time traffic information and alerts on your journey.
HD Radio: Enjoy high-definition radio with clear sound and improved reception.
MP3 Capability: Play your favorite music on your personal media player.
GPS: Navigate with ease using real-time traffic information and guidance.

Ancillary Sheet
Launch and Sustain

Formation Meeting

Each vanpool creates 8 parking spots.

The new office is 60 minutes away.
Vanpooling does it in 30.

employees save 1 minute for every mile in the HOV lane.

One vanpool eliminates 12,500 lbs. CO₂ / month.

How many employee benefits cost $0.00?

A cost benefit that provides a bottom line return.

Sell Sheets / Door Openers
Thank You!

Questions?