



Alamo[®]

go.alamo.com

ABOUT US

Alamo Rent A Car is owned by St. Louis-based Enterprise Holdings, a privately held company which, through its regional subsidiaries, also owns and operates the Enterprise Rent-A-Car and National Car Rental brands. For more information about Alamo's environmental stewardship and long-term commitment to the sustainability of the car rental business, visit www.enterpriseholdings.com/sustainability.

FAST FACTS

- > Founded in 1974
- > Attracts value-oriented international and U.S. leisure travelers looking for an easy and hassle-free rental experience
- > Locations throughout the United States, Canada, Mexico, the Caribbean, Latin America and Asia.
- > Part of a global strategic alliance with Europcar, creating the world's largest car rental network
- > 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 159 self-service kiosks at 65 U.S. locations
- > Official rent-a-car of *Walt Disney World*[®] Resort and *Disneyland*[®] Resort

CHRONOLOGY/ KEY MILESTONES

- 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.
- 1995** Alamo is first in car rental industry with real-time Internet booking capabilities
- 2005** Alamo launches industry's first and only Online Check-In system
- 2007** Taylor family acquires Alamo and National brands; Alamo earns *Budget Travel* magazine's "Extra Mile Award" for self-serve kiosks
- 2009** Taylor family of companies adopts Enterprise Holdings name as parent of Alamo Rent A Car, Enterprise Rent-A-Car and National Car Rental



go.nationalcar.com

ABOUT US

National Car Rental is owned by St. Louis-based Enterprise Holdings, a privately held company which, through its regional subsidiaries, also owns and operates the Alamo Rent A Car and Enterprise Rent-A-Car brands. For more information about National's environmental stewardship and long-term commitment to the sustainability of the car rental business, visit www.enterpriseholdings.com/sustainability.

FAST FACTS

- > 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
- > Locations throughout the United States, Canada, Mexico, the Caribbean, Latin America and Asia
- > 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
- > Official sponsor of the PGA TOUR and Champions Tour since 1994
- > In North America, National Car Rental is part of a global strategic alliance with Europcar, creating the world's largest car rental network

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 is first in car rental industry to offer one-way rentals for customers wishing to rent cars in one town and leave them in another
- 1966** National is first in car rental industry to bring computers into daily reservation operations
- 1987** National introduces "Emerald Club," industry's first comprehensive frequent-renter program
- 1994** National named official sponsor of the PGA Tour
- 2007** Taylor family acquires National Car Rental and Alamo Rent A Car brands
- 2009** Taylor family of companies adopts Enterprise Holdings name as parent of National Car Rental, Alamo Rent A Car and Enterprise Rent-A-Car
- 2010** Earned 2010 SmarterTravel Editors Choice Award as the "Best Rental Car Loyalty Program"