

BTA

“Mobility has been in the organization’s DNA for more than 65 years – it’s what we do and who we are.”

**CHRISSY TAYLOR**

*President and CEO,  
Enterprise Mobility*





# Enterprise Mobility™

enterprise

National

Alamo

enterprise  
car sales

COMMUTE  
with enterprise

enterprise  
truck rental

EXOTIC  
CAR COLLECTION  
by enterprise

enterprise  
CarShare

enterprise  
CarClub

Integral  
Powered by  
Enterprise

enterprise  
FLEX-E-RENT

enterprise  
FLEET MANAGEMENT

# AT A GLANCE



## \$35B

GLOBAL FY23 REVENUE\*



## 90K+

GLOBAL TEAM MEMBERS\*



## 90+

COUNTRIES & TERRITORIES\*\*



## 9.5K

GLOBAL RENTAL BRANCHES\*\*



## 300+

MAKES AND MODELS\*



## 2.3M+

GLOBAL FLEET SIZE\*

Enterprise Mobility has always been inspired by a bold idea—to create better experiences for how the world moves. From a fleet of seven cars, more than six decades ago, to a global network serving consumers, businesses and governments, Enterprise Mobility is a leading provider of mobility solutions including car rental, fleet management, flexible vehicle hire, carsharing, vanpooling, car sales, truck rental, vehicle subscription, luxury rental, technology solutions and more, to help make travel easier and more convenient.

Privately held by the Taylor family of St. Louis, Enterprise Mobility manages a full portfolio of brands including the Enterprise Rent-A-Car, National Car Rental and Alamo brands.

We've been moving mobility forward for more than 65 years, and we remain committed to delivering exceptional service for our partners, customers and neighbors—innovating with intention to help meet their ever-changing needs.



## \$84M

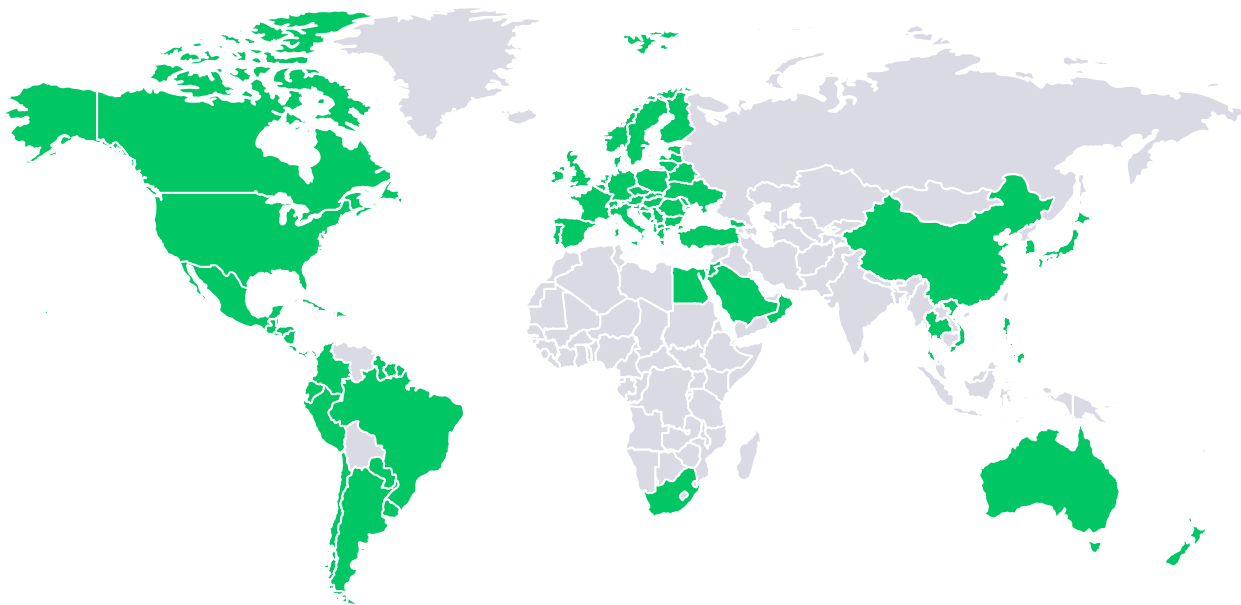
FY23 DONATIONS

Community giving remains core to the culture at Enterprise Mobility with more than \$84 million donated to charitable organizations worldwide through its operating groups and the Enterprise Mobility Foundation in FY23.

\*Includes Operating Groups and Enterprise Fleet Management

\*\*Includes Operating Groups and Franchises





90+

Counties &  
Territories

9.5k

Global Branches

# International Update

## Enterprise opens new locations in two countries

We are excited to announce that we now have locations open in **South Africa** and **South Korea**.

Additional rental branches will be opening over the next six months.



# International Update

## Enterprise Holdings Expands into Chile

Circulo Autos to Launch the Enterprise Rent-A-Car, National Car Rental & Alamo Brands Later This Year



*Thai Rent a Car will operate the Enterprise Rent-A-Car, National Car Rental and Alamo brands in Thailand*

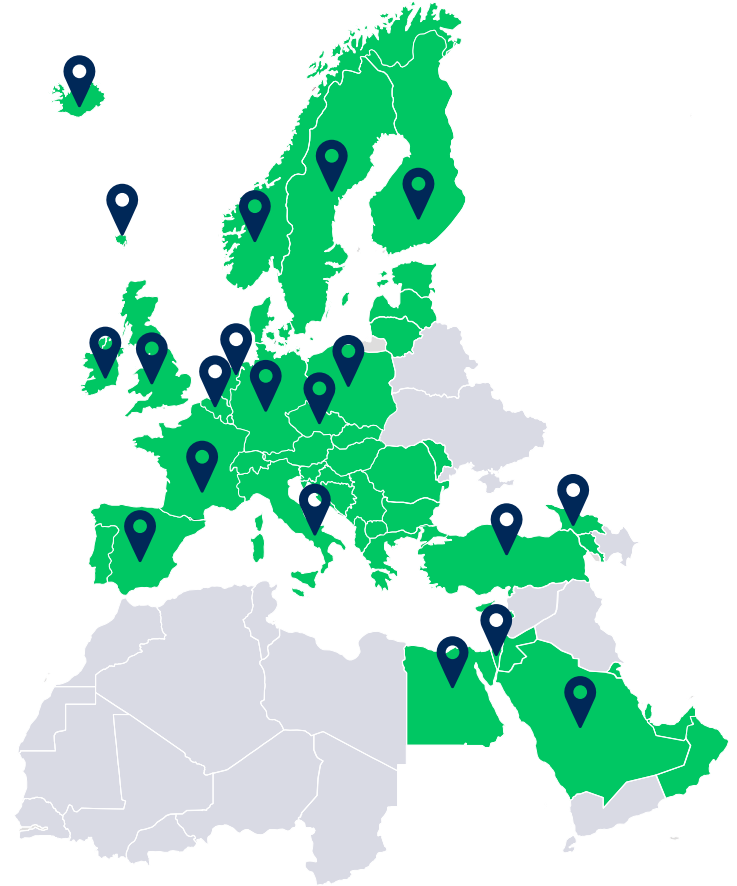
ST. LOUIS, Feb. 15, 2024 /PRNewswire/ -- Three of the world's top car rental brands are coming to Thailand. Today, Enterprise Mobility announced an agreement with Thai Rent a Car to add new franchise locations featuring car rental options from Enterprise Rent-A-Car, National Car Rental and Alamo.



# New Locations

90 new locations have opened in the last year across the below countries

- Belgium
- Czech Republic
- Denmark
- Egypt
- Finland
- France
- Georgia
- Germany
- Greece
- Iceland
- Israel
- Italy
- Netherlands
- Norway
- Poland
- Qatar
- Saudi Arabia
- Serbia
- Spain
- South Africa
- South Korea
- Sweden
- Turkey
- UK & Ireland
- United Arab Emirates





# Service Quality Index

Service Quality Index



Completely satisfied

Top Box Customers

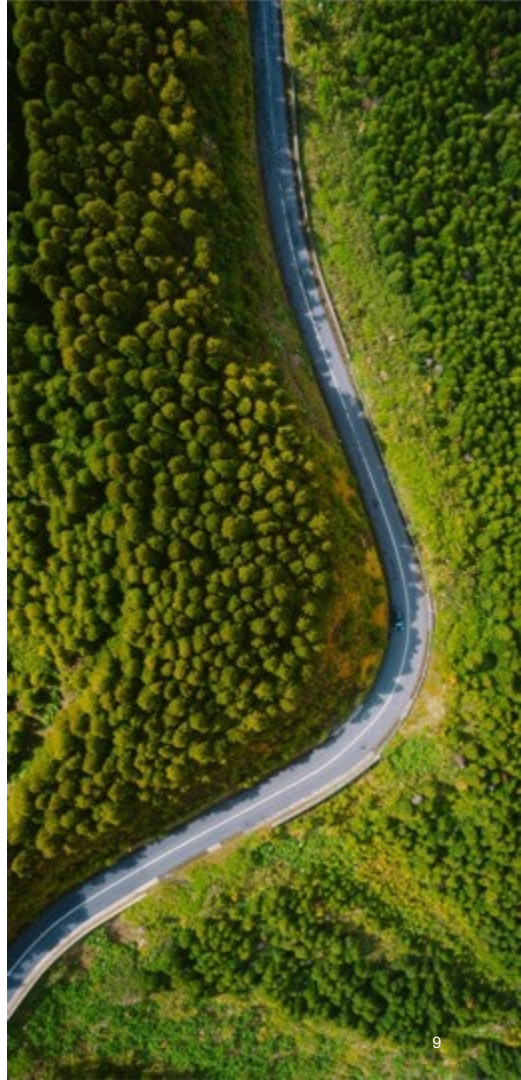


More likely to rent again

Will tell others  
about experience

Measured across  
all brands

Tied to employee  
promotions



# EMERALD CLUB<sup>®</sup>



An aerial photograph of a two-lane asphalt road that curves through a dense, lush green forest. The road is dark and reflects some light, with white lane markings. The surrounding forest is thick with trees, creating a textured green canopy. The text "Innovation in Mobility" is overlaid in white on the left side of the road.

# Innovation in Mobility





## INTRODUCING ELECTRIC VEHICLES 'Prescribe'



Enterprise Holdings has added **thousands of EVs** to the fleet and is providing them to employees in select markets.



Branch 'Hubs' to offer EVs for 7+ days and Lead-In vehicles.



Enterprise Flex-E-Rent is adding **100 plug-in electric vans** in the South of England and the Midlands.



In the UK, about 45% of the Enterprise Car Club fleet is **electric** or **hybrid** vehicles.



# Connected Vehicles

Enhancing the overall customer experience with connected vehicles.

More than 525,000 vehicles are connected globally.

Aiming for a fully connected fleet by 2026.





# Insights & Trends

EV Adoption, How?

D&C Strong Demand

New & Used Car Market

Costs Up, but Levelling



# Thank you