



For more information, contact:
Lisa Martini, Enterprise Rent-A-Car
314-512-2352, Lisa.Martini@erac.com

Dan Kimack, Fleishman-Hillard
314-982-0592, Dan.Kimack@fleishman.com

FOR IMMEDIATE RELEASE

WeCar™, Car Sharing by Enterprise Rent-A-Car®, Launches in Downtown St. Louis

*Enterprise's Environmentally Friendly Transportation Program Provides Convenience,
Helps Take Cars Off the Road*

February 12, 2007 (St. Louis, Missouri) – Enterprise Rent-A-Car today introduced WeCar, an environmentally friendly car sharing program, to downtown St. Louis. Now, people who live and work in St. Louis can rent vehicles by the hour; a fleet of nine Toyota Prius hybrids will be parked at strategic locations and available 24 hours a day, seven days a week.

Enterprise Rent-A-Car and the St. Louis Car Sharing Cooperative, led by Citizens for Modern Transit, teamed up to launch the new transportation option. The program is designed to reduce pollution, ease traffic congestion, and make car rental convenient for downtown dwellers and workers.

Enterprise has been offering hourly rentals in several cities, such as Chicago, New York, and Washington, D.C. However, this is the first time that cars are strategically placed in parking spaces around the city; accessed electronically by participants; and booked online and available 24 hours a day, seven days a week.

“This is a great opportunity and we are thrilled to be rolling out this new program and technology right here in our hometown,” said Tony Moise, Vice President and General Manager of Enterprise Rent-A-Car in St. Louis. “Through our work with our partners and local political leaders, we know there is a demand for the WeCar program. We are already in the neighborhoods, near our customers, and providing these types of customized solutions is a natural extension of our business. And, as part of our company’s commitment to environmental sustainability, these hybrids are the perfect vehicle for this community-based program.”

The St. Louis Car Sharing Cooperative includes the following organizations: Citizens for Modern Transit; the Downtown St. Louis Community Improvement District; Pyramid-Spinnaker, LLC; LoftWorks; The Syndicate; and Lawrence Group 1, Inc.

The WeCar vehicles will be parked in designated spots near some of the city’s largest employers, close to busy residential areas, and near public transportation and high-traffic areas. This is the first car sharing program in St. Louis available to the general public. In January, Enterprise rolled out WeCar at Washington University.

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WeCar Add One

“We are excited to work with the WeCar program” said Larry Williams, St. Louis City Treasurer. “As housing, retail and office space continue to revitalize downtown, employers and residents have looked for alternative options to reduce parking concerns and to better utilize mass transit. Our collaboration with this program is evidence of our support for creative solutions that address the need for downtown parking.”

Anyone who lives or works in the City of St. Louis can participate in the WeCar program, including employers, employees, and residents. Membership costs \$35 per year, and sign-up begins today. Interested participants can visit www.WeCar.com/stl to enroll. Cost is \$10 per hour.

“Enterprise’s WeCar program will provide people who take transit to work or live downtown the freedom of having an automobile without the hassle and expense of driving and parking downtown,” said Tom Shrout, Executive Director of Citizens for Modern Transit. “For example, downtown residents, employees who carpool, or those who use mass transit can utilize the WeCar program for everything from personal errands to family emergencies.”

Shrout adds, the program is a great new option for the Guaranteed Ride Home Program’s 7,000 registered transit riders. With the recent closure of Highway 40, commuters are looking for new solutions, and car sharing provides another alternative to those who live downtown and to those who need to traverse St. Louis throughout their work day.

Jim Cloar, President and CEO of the Downtown St. Louis Partnership, added, “WeCar is a solution for many downtown employees, urban residents, and others seeking to limit vehicle ownership, reduce congestion, and address environmental concerns resulting from the use of vehicles in densely populated areas. The all-hybrid car sharing program is environmentally friendly, providing convenience, flexibility, and cost savings to its members.”

The WeCar program at Washington University is also an all-hybrid program, comprised of four Prius hybrids, and two Ford Escape hybrids. In addition, Enterprise has the world’s largest fleet of fuel-efficient vehicles, with nearly half averaging a highway fuel efficiency rating of 28 mpg or better. Some 264,000 of the company’s vehicles have earned the U.S. EPA’s **Smartway** certification mark – a distinction the EPA grants to vehicles that emit relatively low levels of both regulated pollutants and greenhouse gases such as CO₂. For more information about Enterprise’s environmental platform, visit www.keystogreen.com.

About Enterprise Rent-A-Car

Founded in 1957, Enterprise Rent-A-Car is headquartered in St. Louis and serves customers in the United States, Canada, the U.K., Ireland, and Germany. Enterprise is North America’s largest car rental company in fleet size, number of locations, and annual revenue, ranking No. 21 on the *Forbes* Top 500 Private Companies in America. Enterprise has ranked highest in customer satisfaction among airport rentals in eight out of the past nine years, according to J.D. Power and Associates Rental Car Satisfaction StudySM. For more about Enterprise, visit www.enterprise.com.