

WeCar-Carsharing and Ev's



PLUG-IN ELECTRIC VEHICLE (PEV) WORKSHOP

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Enterprise



ENTERPRISE HOLDINGS™

- **Family Owned & Operated: Ranked #17 on Forbes Top 500 Private Companies in America**



- **\$12.6 billion revenues (50+ years of growth and profitability)**
- **1.1 million vehicles, the worlds largest fleet.**
- **7,500 locations**
- **WeCar programs currently offer Hybrid, Plug In Hybrid Electric Vehicles and Electric Vehicle (when available) Programs**
- **Enterprise Fleet Management, Car Sales, Truck Rental and Rideshare**



What is WeCar?

A car sharing solution for business and individual use developed and operated by Enterprise Rent-A-Car in more than 17 states and 4 countries.

- WeCar was launched in 2008 after 2 years of development
- WeCar utilizes traditional Car Sharing technology to bring the benefits of Car Sharing to Businesses and Government Agencies
- WeCar brings 3 Distinct Benefits
 - An automated reservation and vehicle access system
 - Active reporting and management systems to reduce fleet size and associated costs
 - The opportunity to reduce carbon footprint through reduced VMT and fuel efficient, Hybrid, PHEV and EV programs

How does WeCar work?

WeCar technology allows paperless, on site transactions, 24 hours a day

- WeCar 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 paper transactions or personnel
- When finished, member, trip and other data is relayed to the WeCar system and compiled for analysis

Target Audiences:

- Government and Municipalities
- Corporations
- University and Downtown Residents



- Opportunities:
 - Use WeCar for other applications when they would sit idle i.e. other departments, local businesses

Traditional Car Sharing Platforms

- 1. Dedicated Use/Full Subsidy:** Sponsoring partner (s) pays a full monthly subsidy and receive the highest level of control over use and terms, including unlimited drive time
- 2. Dedicated Use/Revenue Guarantee:** Sponsoring partner (s) guarantees a minimum amount of usage and, as a result, receive partial control of availability, terms and rates
- 3. Standard Model:** Sponsoring partner (s) has no financial obligations but has limited control of program details and operations

Standard Model-Traditional Car Share

Partner Role

- Partner Participates in Marketing of Program
- Partner Provides Input to Vehicle Type and Location
- Partner potentially eligible for Discounted Fees, Rates
- Vehicle Availability Open to All Members
 - No Established Hierarchy
 - No Dedicated Time Slots
- Revenue Share Available
 - Based on Programs Exceeding Minimum Revenue

Details on Traditional Car Sharing

- 1) Average member cost (monthly): \$35-50 per year (\$3-4 per month) Promotional programs get back in driving credit
- 2) Average spend: 2.2-2.5 hours per month \$24-\$29 (including fees) Average rate \$8-10 per hour avg \$3-\$4.00 in fees
- 3) Average member usage (hours per trip and hours per month) 1.6 times active users (3.5 hours) per month
- 4) We may pay a municipality for parking in the following manner:
 - We may pay small percentage of revenue, donate or a value and a monthly payment
 - Additional revenue opportunities for municipality: supporting designated WeCar parking space and towing other vehicles that may park in those parking spaces.



Partners



Why Electric Vehicles?

- Sustainability Strategy
 - Ensuring the passenger vehicle remains socially acceptable and economically viable
 - Industry leadership – committed to alternative technology
 - Providing mass market exposure to manufacturers new vehicles
- Mass Visibility
 - Corporate reputation – public relations and branding efforts being developed
 - National & local media opportunities with partners such as municipalities, utilities, clean city coalitions, corporations

Adoption of EV's and PHEV's

- Enterprise Rent-A-Car will receive as many as 500 LEAFs in the first year, starting in February 2011.
- LEAFs will be placed across 7 initial markets that can support EV's, many of which will end up in the WeCar fleet.
- Renting (2) Chevrolet Volts in Ontario, California for retail rentals and test drive program with Chevrolet
- 25 Electric Vehicles currently, 20 more by the end of the year.
(2) LA Dept of Water and Power (6 months)
- WeCar EV early Corporate adopters include:
 - REI
 - Puget Sound Energy
 - Google-Plug in Electric Vehicles
 - Yahoo-Plug in Electric Vehicles
 - with commitments with several other partners

Enterprise Holdings Rollout

- Charging stations installed
 - Coulomb, Clipper Creek, EV Charge America, Ecotality, Schneider Electric
 - Santa Monica, San Diego, Ontario, Pasadena, Thousand Oaks, Santa Barbara, Newport Beach
 - Future potential locations: Torrance, Irvine, Palm Springs, Riverside, Encino
- Employee training
 - Full employee training for all EV locations
- Renter support
 - FAQ's
 - rental contract, in vehicles, on website & Contact Center
- Enterprise.com updates



Enterprise.com updates

CURRENT



PROPOSED

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Members' Benefit Program

Hybrid Car Rental in Los Angeles

- Location:** Enter either a City, State, or Zip Code or select an [Airport](#) or [Port of Call](#).

 Show locations offering Hybrids Only.
- Dates & Times**
 Start: Aug 19 Noon
 End: Aug 20 Noon
- Your Age:** 25 and Up

Optional: Coupon, Customer, or Corporate Number

Nice Choice!
 Thank you for helping us conserve our environment.

Rent a hybrid in Los Angeles, CA
 Choose from the below locations that offer hybrid rental cars.

Locations offering hybrids:

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Say Hi to your Hybrid!

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Electric Car Rental in Los Angeles

Let Us Hook You Up With Electric.

Rent an electric vehicle in Los Angeles, CA.
 Choose from the below locations that offer electric rental cars.

- Location:** Enter either a City, State, or Zip Code or select an [Airport](#) or [Port of Call](#).

 Show locations offering hybrids, electrics, or both.
- Dates & Times**
 Start: Oct 30 Noon
 End: Oct 31 Noon
- Your Age:** 25 and Up

Optional: Coupon, Customer, or Corporate Number

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Members' Benefit Program

Hybrid & Electric Car Rentals in Los Angeles

Hybrids, Meet Electrics. Pick Either.

Rent an energy-efficient vehicle in Los Angeles, CA.
 Choose from the below locations that offer hybrid and electric rental cars.

- Location:** Enter either a City, State, or Zip Code or select an [Airport](#) or [Port of Call](#).

 Show locations offering hybrids, electrics, or both.
- Dates & Times**
 Start: Oct 30 Noon
 End: Oct 31 Noon
- Your Age:** 25 and Up

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Now Efficiency Comes In More Makes And Models.

Choose an energy-efficient vehicle available in the cities below. Also, learn how you can take part in our Carbon Offset Program.



Some are hybrid. Some are electric. All make a difference.

Offers electric vehicles (EV)

- | | | |
|---|---|-----------------------------------|
| Atlanta, GA | Austin, TX | Boston, MA |
| Charlotte, NC | Chicago, IL | Dallas, TX |
| Denver, CO | Detroit, MI | Hawaii |
| Houston, TX | <input checked="" type="checkbox"/> Los Angeles, CA | Minneapolis, MN |
| New York State | New York, NY | Orange County, CA |
| Oregon | Orlando, FL | Philadelphia, PA |
| Raleigh, NC | Sacramento, CA | Saint Paul, MN |
| <input checked="" type="checkbox"/> San Diego, CA | <input checked="" type="checkbox"/> San Francisco, CA | Santa Cruz, CA |
| <input checked="" type="checkbox"/> Seattle, WA | St. Louis, MO | Tampa, FL |
| Virginia | Washington, DC | |

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Empowering Our Customers



Enterprise Rent-A-Car offers customers the opportunity to benefit the environment by offsetting the carbon dioxide (CO₂) emissions generated by an average rental car operating in our fleet.

For every 100,000 customers who choose to take part in this program, this effort will offset more than 30 million pounds — or 13,500 metric tons — of CO₂. [Learn More](#)

WeCar.

Nissan LEAF/Chevy Volt Rollout

- Home City Rental Transactions
 - **No online reservations**
 - “call for availability”
 - **Highly interactive rental process**
 - Spending time to understand customer’s usage
 - Our Home City customers are commuters (local)
 - **Reference guides**
 - In car, rental contract, online & call center
 - **EV Roadside assist**
 - Car brought to EV location
 - Customer brought to nearest ERAC location for another Nissan
 - **No “refueling” charge**
 - **LEAF/Volt specific customer service feedback**

