



# Enterprise Holdings

Sustainable Business Solutions

# Agenda

- Overview of CarShare-Public and Closed Programs
- Zimride
- Enterprise Rideshare

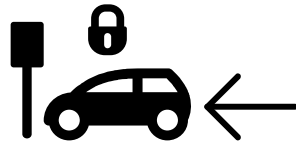
# Enterprise CarShare: 3 Easy Steps



Reserve



Unlock & Go



Return



# Downtown STL CarShare Program

- Started in 2007 with 2 Cars in Downtown STL
- CMT, Downtown LOFT Developers, and EHI combined forces to start program
- Today, we have 12 CarShare Stations in the Downtown STL & CWE



# Enterprise CarShare-Closed Programs

- Current corporate customers include:
  - SWIC
  - Ameren
  - Maryville University
  - JW Terrill
  - Sigma Aldrich
  - Washington University
  - Jacobs Engineering
  - Webster University
  - BJC
  - Alter Trading



# How does Enterprise CarShare work?

- Utilize cutting edge in-car hardware & software systems
- Technology allows access to vehicles 24/7
- Customer reserve vehicles from their desktop, Mobile App, etc.
- The reservation & access information is sent to the vehicle electronically
- Upon return, member, trip and other data is relayed to the system and compiled for analysis

# Closed Corporate Campus



- Can start with as little as two cars
- Alternative Pool Car Solution
- Unmanned program





- Software Platform (no physical vehicles)
- Customizable Employee Transportation Portal
- Secure Access
- Clean and Easy User Interface w/ Mobile Access
- Multi-modal One-time & Commute based Ridematching





# Post A Ride

The screenshot shows the 'Post a Ride' form on the zimride website. The header includes the zimride logo, the ORACLE logo, and a 'Post a ride' button. The navigation bar contains 'Dashboard', 'Search', and 'Inbox'. The main content area is titled '1. Where To?' and '2. What Time?'. Under '1. Where To?', there are two radio buttons: 'willing to drive' (selected) and 'passenger only'. Below these are input fields for 'Starting From' (e.g., 475 Sansome St, San Francisco, CA) and 'Going To' (e.g., 400 Oracle Parkway Redwood City, CA 94065). A map of the San Francisco area is visible on the right. A 'Next Step' button is at the bottom right.

The screenshot shows the 'Post a Ride' form on the zimride website, Step 2: What Time?. The header and navigation bar are the same as in the previous screenshot. The main content area is titled '1. Where To?' and '2. What Time?'. A question asks 'Are you taking a regular commute or a single trip?' with two radio buttons: 'Commute' (selected) and 'Single Trip'. Below this is a table for selecting times and flexibility. The table has columns for 'Choose your times and flexibility', 'Depart', 'Return', 'Flex', and 'Flexib'. The 'Depart' field is set to '7:00am' and the 'Return' field is set to '5:00pm'. The 'Flex' field has a dropdown menu with options 'Econ', '15% Flex', and '20% Flex'. The table lists days of the week from Monday to Sunday, each with a checkbox and a '+' icon. A 'Next Step' button is at the bottom right.

Choose your times and flexibility	Depart	Return	Flex	Flexib
<input checked="" type="checkbox"/> Monday	7:00am	5:00pm	Econ	+0%
<input checked="" type="checkbox"/> Tuesday	7:00am	5:00pm	Econ	+0%
<input checked="" type="checkbox"/> Wednesday	7:00am	5:00pm	Econ	+0%
<input checked="" type="checkbox"/> Thursday	7:00am	5:00pm	Econ	+0%
<input checked="" type="checkbox"/> Friday	7:00am	5:00pm	Econ	+0%
<input type="checkbox"/> Saturday	7:00am	5:00pm	Econ	+0%
<input type="checkbox"/> Sunday	7:00am	5:00pm	Econ	+0%

# Matching Results

**zimride by enterprise** **intuit.** Admin + Post a ride

Dashboard Search Inbox

Mountain View, CA San Jose, CA 08/18/14 Search

Departing TODAY — Monday, August 18th

Driver	Route	Seats Left	Price
Person A	Mentio Park → San Jose	3 seats left	\$6 / day
Person B	Mountain View → San Jose	2 seats left	\$5 / day
Person C	Mentio Park → San Jose	2 seats left	\$6 / day
Person D	Mountain View → San Jose	1 seat left	\$6 / day
Person E	Mentio Park → San Jose	3 seats left	\$6 / day

Filters: Show posts by All Drivers Passengers. Ride type: All Single trips Commute. Vehicle type: All Car Van/Minivan. Networks: All networks Private networks.

**zimride** Admin + Post a ride

Dashboard Search Inbox

Lafayette, CA Daly City, CA 08/15/14 Search

Departing TODAY — Friday, August 15th

Driver	Route	Seats Left	Price
Person A	Lafayette → San Francisco	3 seats left	\$6 / day
Person B	Berkeley → Daly City	Zimride is a passenger	
Person C	Berkeley → San Francisco	Karen is a passenger	
Person D	Berkeley → Daly City	She is a passenger	
Person E	Berkeley → San Francisco	Jane is a passenger	
Person F	Berkeley → San Francisco		

Filters: Show posts by All Drivers Passengers. Ride type: All Single trips Commute. Vehicle type: All Car Van/Minivan. Networks: All networks Private networks.

Public Transit: SMART 9:30am, A15SMART 10:00am



Apply to join Rideshare today and receive \$100 off your first month!

[Apply to Join](#)

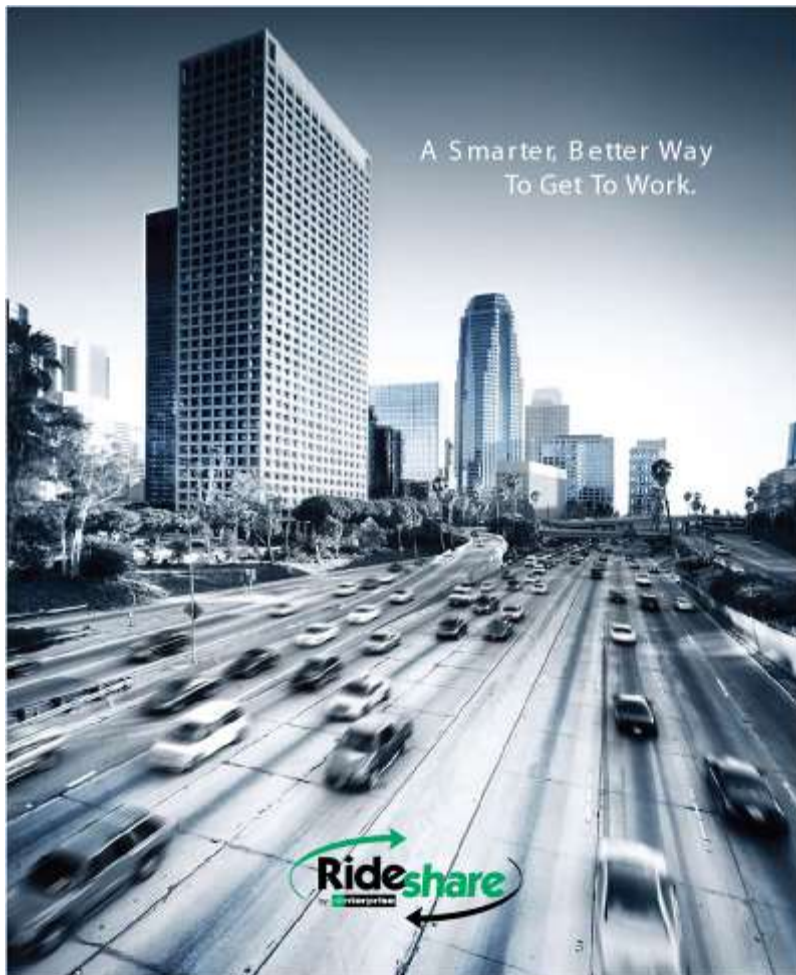




- Measure the Impact
- Customized Reporting
- Commute Calendar
- Gamification & Incentive Management
- Dedicated Rideshare Specialist



# Enterprise Rideshare



## Enterprise in St. Louis Area

- Started up in 1957
- Currently operates over 11,000 vehicles in the area
- Over 89 locations staffed by over 1000 employees

## Enterprise Rideshare

- Started in 1994 and currently operates over 3,400 vanpool vehicles in 35+ markets nationwide



# Enterprise Rideshare 101

- Enterprise Rideshare provides an **alternative commute solution** for
  - Groups of 5 or more people who live in the same general area AND...
  - Commute 20+ miles each way to a common workplace



- The average vanpool...
  - ...participant **saves \$800/month**
  - ...reduces **12,500lbs of CO<sub>2</sub>/month**
  - ...saves **960gal of fuel/month**
  - ...eliminates **19,200mi commuter miles/month**
  - ...frees up **8 parking spots**



# Our Program



- Program is completely turn-key.
- Includes
  - Vehicle
  - Insurance
  - Maintenance
  - Roadside Assistance
  - Fuel Card program
- Guaranteed Ride Home program available to Enterprise vanpools
- 30 day, no penalty cancellation



# Vehicles Options & Availability



- Largest selection in the vanpool industry
  - Minivans (e.g. Chrysler Town & Country)
  - Crossovers (e.g. GMC Acadia, Chevy Traverse)
  - SUVs (e.g. Ford Expedition, Chevy Tahoe)
  - Full-Size Vans (e.g. Ford Transit, Chevy Express, Luxury Aftermarket Seating Available)
- Upgrades available (wifi, XM radio, gps, etc...)
- We are never “sold out”
- Fleet refreshed 2-3x more often



# Employer Benefits

- Zero required costs.
- Parking congestion mitigation.
- Increased employee morale and retention.
- Carbon footprint reduction and tracking.
- Potential Cost Savings via Pre-tax Payroll Deduction of Rider Fares.





# The Business of Sustainability

- Documents our public commitment to economic, social and environmental sustainability
- Includes 20/20 Vision, 50 Million Tree Pledge and Driving Futures Network

For the complete report, please visit  
[www.enterpriseholdings.com/sustainability](http://www.enterpriseholdings.com/sustainability)



**Thank you!**