

The Taylor Family of Companies: Environmental Sustainability Platform

The Taylor family of companies, which includes Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car, operates the world's largest automotive fleet – more than 1.1 million vehicles. We know our future depends on having a plentiful supply of cars and fuel, both of which must remain acceptable to society. We understand, as well, that in order to sustain our business and serve our customers over the long haul, we need to address the parts of the world we touch with our business.

We have steadily and responsibly built our industry's most comprehensive environmental sustainability platform. We know these initiatives aren't a total solution, but we believe they are solid steps in the right direction. Our platform currently contains five planks:

Customer Empowerment: Carbon Offset Program

Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car offer customers the opportunity to benefit the environment by offsetting the carbon dioxide (CO₂) emissions generated by an average rental car operating in our fleet. By opting in to pay \$1.25 per rental, customers will fund certified offset projects that work to remove CO₂ from the atmosphere. This cost is based on the average CO₂ emissions generated by a rental car operating in our fleet. Our charitable foundation will match customer contributions dollar-for-dollar up to a total of \$1 million. Through the program, which was launched in January 2008, customers can make an easy choice to help benefit the environment.

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.

The World's Largest Fleet of Fuel-Efficient Vehicles

In line with our commitment to make the most of currently available technologies to minimize fuel consumption and related emissions, we own the world's largest fleet of fuel-efficient cars:

- More than 440,000 vehicles in the combined Enterprise, National and Alamo fleet average a highway fuel efficiency rating of at least 28 mpg.
- More than 237,000 vehicles in our combined fleet average 32 mpg or better.
- More than 264,000 of our vehicles qualify for the U.S. Environmental Protection Agency's **SmartWay** certification mark. This is a distinction the EPA grants to vehicles that emit relatively low levels of both regulated pollutants and greenhouse gases such as CO₂.

Embracing New, Clean Technologies: FlexFuel Vehicles and E85

We are committed to embrace new, clean fuel and engine technologies as they become commercially viable. We want the world to know that we intend to employ our world's-largest fleet of vehicles to give these environmentally favorable alternatives a chance to prove their value in a free-market setting.

- We have the world's largest fleet of *FlexFuel* vehicles – more than 73,000 cars and trucks that have the ability to burn E85, a blend of 85 percent ethanol and 15 percent gasoline that, according to the U.S. EPA, can reduce greenhouse-gas emissions by up to 20 percent. In the United States, we are actively deploying as many of our *FlexFuel* cars as possible near E85 fueling stations. We have also formed a partnership with General Motors, one of the leading manufacturers of *FlexFuel* vehicles, and VeraSun, one of the leading producers of ethanol, to help expand the marketplace opportunities for these alternative fuel and engine technologies.
- We have about 4,000 gas/electric hybrid vehicles system-wide – and we'll take as many as we can get from the manufacturers.

Research: Funding the Search for Renewable Fuels

We are actively funding the advancement of alternative fuel research to reduce harmful greenhouse emissions and our dependence on fossil fuels for the long term. In 2007, the Taylor family, owners of Enterprise, National and Alamo, gave \$25 million to create an Institute for Renewable Fuels at the Donald Danforth Plant Science Center, one of the world's foremost plant research centers. The Institute will work to develop acceptable and affordable alternatives to finite fossil fuels by finding new ways to create fuel from renewable, reliable plant sources.

Conservation: 50 Years ... 50 Million Trees

In 2006, we formed a public/private partnership with The National Arbor Day Foundation and the U.S. Forest Service to underwrite the planting of 50 million trees over 50 years at a total cost of \$50 million (in today's dollars). Through this initiative, which we call our 50 Million Tree Pledge, our charitable foundation is underwriting the planting of 1 million trees a year in national forests around the United States and in international locations where we do business, including Europe and Canada. How many trees is that? It's the equivalent of replanting New York's Central Park every 10 days for 50 years. In fact, in 2006, one-seventh of all of the trees planted in national forests in the United States were funded by our 50 Million Tree Pledge.

In addition to this gift back to the natural world, other conservation-focused contributions include a recent \$100,000 gift to the Everglades Foundation in the state of Florida to help restore and protect this invaluable, but endangered, ecosystem; \$30 million to the Missouri Botanical Garden for worldwide plant research; and a \$5 million gift to maintain St. Louis's historic Forest Park, one of the nation's largest urban parks, in our company's headquarters city of St. Louis.

All told, over the past several years the Taylor family and our company have contributed or pledged more than \$120 million to environmental initiatives. To learn more, visit www.keystogreen.com.

###

January 2008