

Redspot.

Enterprise Rent-A-Car Opens First New Zealand Location

enterpriseNational

Enterprise Rent-A-Car has entered the New Zealand market with its first location at the Queenstown Airport.

Alamo

Franchisee Redspot Car Rentals will operate the office as part of the Enterprise Holdings global network, which includes the Enterprise brand as well as National Car Rental and Alamo Rent A Car. As a result, the new Enterprise airport location also will be able to serve Redspot, National and Alamo customers with the friendly service they have come to expect from these brands.

Customers can choose from small to large sedans, SUVs and 4WDs, whether they are visiting to ski the Southern Alps, spend time with friends and family, or to conduct business. Redspot Car Rentals, a family-owned car rental business, has served the Australian car rental market for more than 20 years. Established in 1989 with just a car and a ute, Redspot is a home grown Australian owned company that has expanded across the continent to become a national operator and Australia's largest locally owned car rental brand.

"We look forward to providing New Zealand's leisure and corporate customers with the highest level of service," said Dan Mekler, Redspot Managing Director.

The Enterprise Rent-A-Car brand continues to expand its footprint into the Asia Pacific market. Since Enterprise Rent-A-Car entered Australia in February, the brand now serves customers with 18 Australia locations.

Mekler added, "Opening our Queenstown Enterprise Rent-A-Car location is an exciting milestone, but it's just the beginning of our planned growth in New Zealand."

Enterprise Rent-A-Car will expand to additional airport locations in North and South New Zealand in the next year.

The franchise partnership with Redspot Car Rentals illustrates Enterprise's vision to build a robust network of transportation services that delivers value, choice and outstanding customer service to business and leisure travelers around the globe.

The Enterprise, National and Alamo brands operate in more than 80 countries and territories, including North America, Central America, South America, the Caribbean and Europe, as well as parts of Asia, the Middle East and Africa.

For more information about Enterprise Rent-A-Car, visit www.enterprise.com.

About Enterprise Rent-A-Car

Founded in 1957, Enterprise Rent-A-Car is an internationally recognized brand known for an extensive network of convenient locations, affordable rates and outstanding customer service. The Enterprise Rent-A-Car brand is owned by Enterprise Holdings Inc., the world's largest car rental provider – as measured by revenue, fleet and employees – and part of a global network exceeding 9,000 offices and 1.7 million vehicles throughout more than 80 countries and territories.

This press release and car rental industry news are available in the Enterprise Holdings Press Room.

About Redspot Car Rental

Founded in 1989, Redspot is a leader and innovator in Australia's car rental industry. It is a wholly Australian, privately owned and managed car rental company which operates a network of on-airport and downtown locations across Australia. Redspot is known for its Top Dog all-inclusive car rental rate, friendly efficient service and quality fleet. Redspot started from a single location, fueled by an entrepreneurial spirit and an unwavering focus on meeting customer needs. For more information about Redspot, visit www.redspot.com.au

Contacts

Laura Bryant - Enterprise Rent a Car

mailto: Laura.T.Bryant@ehi.com

Steve Whyte - Enterprise Rent a Car

+64 2173 7908

mailto: swhyte@enterpriserentacar.co.nz