

Ground Transportation Program for ITOCHU

Why Choose Enterprise Holdings?



Local Account Team

Enterprise Rent-A-Car and National Car Rental will provide qualifying participating members with a dedicated account manager. The local account manager will be strategically selected in the market where the participating member is headquartered. Account managers are available to:

- Proactively manage the account.
- Provide ongoing support.
- Conduct account reviews.
- Personally address customer service issues.



Traveler Experience

At Enterprise Holdings, we define value as providing our customers with a premium level of service for a fair price. Renting with Enterprise and National means a traveler's car will be there when they need it, our associates will ensure travelers know the way to their destination, and we will provide them with the fastest check-in and check-out services in the industry.

National was named the World's Best Car Rental Agency by *Travel + Leisure* magazine for 2018, with Enterprise earning second place.



Business Transparency

Low rates are not the only advantage that set Enterprise and National apart from our competitors; other benefits built in to the Enterprise Holdings solution include:

- Guaranteed rates — The proper rates and benefits will be applied by using an assigned Account Number through any booking channels for any location.
- Midsize compliance — National saves our customers money and drives compliance through the Emerald Aisle. Emerald Club members with a midsize car reservation can bypass the rental counter and proceed to the Emerald Aisle. They can then choose any car from the Emerald Aisle for no additional charge, providing a cost-certainty that is unmatched. Approximately 80 percent of Emerald Club rentals also include a complimentary upgrade.
- Fewer fees — Enterprise and National offer lower fuel expenses and toll charges, along with the elimination of energy recovery, change, and no-show fees that competitors charge.
- We'll Pick You Up — Enterprise offers renters free pickup and drop-off from any neighborhood location.



Data and Analytics

Reports on fuel, tax benefits, sustainability and more can be harnessed to analyze opportunities for participating members to save money, all while improving the traveler experience.



Total Transportation Solution

Enterprise Holdings — which owns and operates the Enterprise Rent-A-Car, Alamo Rent A Car, and National Car Rental brands — and its affiliate Enterprise Fleet Management together offer a total transportation solution, including extensive car rental and car sharing services, truck rental, corporate fleet management and retail car sales.

Turn-Key Implementation

Dedicated Implementation Team

The implementation process will be managed by our Private Equity Firm Implementation Department, a team of dedicated professionals with one goal: to effectively and efficiently implement any program in 30 days or less.

Our process provides the most efficient and trouble-free implementation and ensures that our services are properly in place before the programs begins.

To aid in communicating the selection of Enterprise and National as a provider, all participants will be provided with program announcements and enrollment links.

Complimentary Status Match

National will work with members to identify current travelers who qualify for higher levels of membership in Emerald Club based on either existing membership in a competitive loyalty program or on the number of rentals or rental days completed during the past 12 months. By providing travelers with appropriate levels of membership, we ensure that travelers will experience the quality of service that they deserve.

Our status match offer makes change easy and ensures that anyone with status today will have the same status on our program — before the first rental.

Customized Program

Enterprise and National have been successfully working with large Private Equity Firms over the past 10 years. The category has been found to be very popular, and participating members of our program will add significant growth to firm revenue streams.

Enterprise and National have a team of highly experienced sales managers dedicated to supporting the staff who are responsible for expanding business and broadening the pipeline.

Each program will be customized for each participating member according to company and traveler needs.

Technology Innovations

At Enterprise and National, we are constantly using technology and gathering feedback to make our customers' experience faster, easier, and more enjoyable. A few recent innovations include:

- Mobile apps to make and manage reservations, contact roadside assistance, locate rental branches, and choose a vehicle in advance at counter bypass locations.
- LaunchPad Tablets to create a counter bypass experience at select locations.
- Vanity Emerald Club enrollment website for a company's program.

For those interested in participating in ITOCHU's program with Enterprise Holdings or for any questions, please reach out to Jim DiCaprio via email or telephone:

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