

●●● MARKET DATA [U.S. CAR RENTAL MARKET] ●●●

2010 U.S. CAR RENTAL MARKET FLEET, LOCATIONS, AND REVENUE				
COMPANY	U.S. CARS IN SERVICE (AVG.) 2010	# U.S. LOCATIONS	2010 U.S. REVENUE EST. (in millions)	2009 U.S. REVENUE (in millions)
Enterprise Holdings (Includes Alamo Rent A Car, Enterprise Rent-A-Car, National Car Rental)	850,689	6,187	\$9,800	\$9,500
Hertz (Includes Advantage Rent-A-Car)	290,000 ³	2,300 ³	\$4,158 ³	\$3,950 ³
Avis Budget Group	270,000	2,100	\$3,850 ³	\$4,000
Dollar Thrifty Automotive Group	108,000 ³	464 ³	\$1,540 ³	\$1,467 ³
U-Save Auto Rental System Inc.	10,950	350	\$102 ³	\$98 ³
Fox Rent A Car ¹	9,500	13	\$140	\$105
Payless Car Rental System Inc.	9,500	35	\$110	\$100
ACE Rent A Car	9,000	95	\$100	\$95
Zipcar	7,000 ³	94 ^{3,5}	\$143 ³	\$125 ³
Rent-A-Wreck of America	4,833	179	\$34	\$32
Triangle Rent-A-Car ²	4,000	27	\$40	\$38
Affordable/Sensible	3,589	179	\$34 ³	\$32.5 ³
Independents ⁴	52,500 ³	5,100 ³	\$500 ³	\$502 ³
TOTAL	1,629,561	17,254	\$20.551B	\$20.045B

Statistics based on company-provided data, public documents, industry research and ARN estimates.

Revenue comes from U.S. car rental operations only. Fleet, location and revenue numbers represent entire U.S. operations, including franchises.

¹ Does not include affiliate operations.

² Fleet and U.S. locations are solely corporate owned. No franchise operations.

³ ARN estimates.

⁴ Independents estimates based on available U.S. Census Bureau figures and adjustments for recent closures and consolidation.

⁵ Areas of coverage

Alamo Rent A Car, Enterprise Rent-A-Car and National Car Rental are part of Enterprise Holdings, which ended its fiscal year July 31, 2010.