



Who We Are



What We Do



Guiding Our Growth for 50 Years

Although Enterprise was founded as a leasing company, over the years we've created additional services to meet our customers' growing needs. Our company has expanded its services beyond **Enterprise car rental** and vehicle leasing to include:

- **Fleet Management**
- **Used Car Sales**
- **California Vanpool Services**
- **Commercial Truck Rental**

In fact, it was our customers who originally led us into the neighborhood rental car business; they needed replacement vehicles while their leased vehicles were being repaired. In recent decades we've added airport locations at the urging of customers and employees who became accustomed to our brand and Enterprise Rent-A-Car customer service while away from home.

Enterprise Rent-A-Car Customer Service paved the way for new growth

We've also expanded our operations beyond Enterprise car rental to include fleet management and used car sales. Our adaptability and our insistence that we put our customers' needs first, the foundation of Enterprise Rent-A-Car customer service, have enabled us to lead the market in an increasing number of areas. Though we've been around for 50 years, we're confident that this is just the beginning.

What We Believe

Throughout the last 50 years, Enterprise has rocketed from the basement of a single car dealership to the top of our industry. We believe that we owe our enduring success to the strong values set forth by our founder, Jack Taylor, and his original team: treating employees and customers like family and never compromising our commitment to superior customer service.

Today those values are translated into action by each and every employee through a vehicle that we call our Cultural Compass. Using the Compass, our employees work to engage the neighborhoods in which we operate, improve diversity through our ranks, and contribute hours and dollars to the causes that matter the most.

After all, we are not entitled to our success. We have to earn it, each and every day.

Our Founding Values

Our founder Jack Taylor didn't just talk about his founding values when he started his personal enterprise back in 1957 — he and his team lived them. They set the example through a personal commitment to the company and its customers. Those values have served as the foundation for Enterprise's growth and success over the last five decades. And today, they are more critical to our business than ever.

Over the years, we have formalized the values into a set of guiding principles that each and every employee can understand and embrace. We created the **Enterprise Cultural Compass** as a tool to help our employees live out these crucial values. And in 2003, we took yet another step by establishing the **Jack Taylor Founding Values Award**, a program designed to recognize the offices across the globe that best exemplify the founding values through their efforts in the key areas of the cultural compass.

- **Our brand is the most valuable thing we own**
- **Personal honesty and integrity are the foundation of our success**
- **Customer service is our way of life**
- **Enterprise is a fun and friendly place, where teamwork rules**
- **We work hard ... and we reward hard work**
- **Great things happen when we listen ... to our customers and to each other**
- **We strengthen our communities, one neighborhood at a time**
- **Our doors are open**

