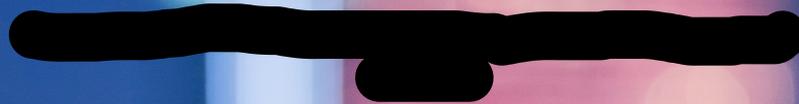


Planning and building?

THINK ENTERPRISE CAR CLUB



P Car club permit holders only

At any time

enterprise
CarClub

self-service
vehicle rental
BY THE HOUR OR DAY

RESERVED
PARKING

EnterpriseCarClub.co.uk
0340 344 9990



breakfast, lunch and dinner

enterprise
CarClub

FN65 6ZU



Car Club Overview

Our Story

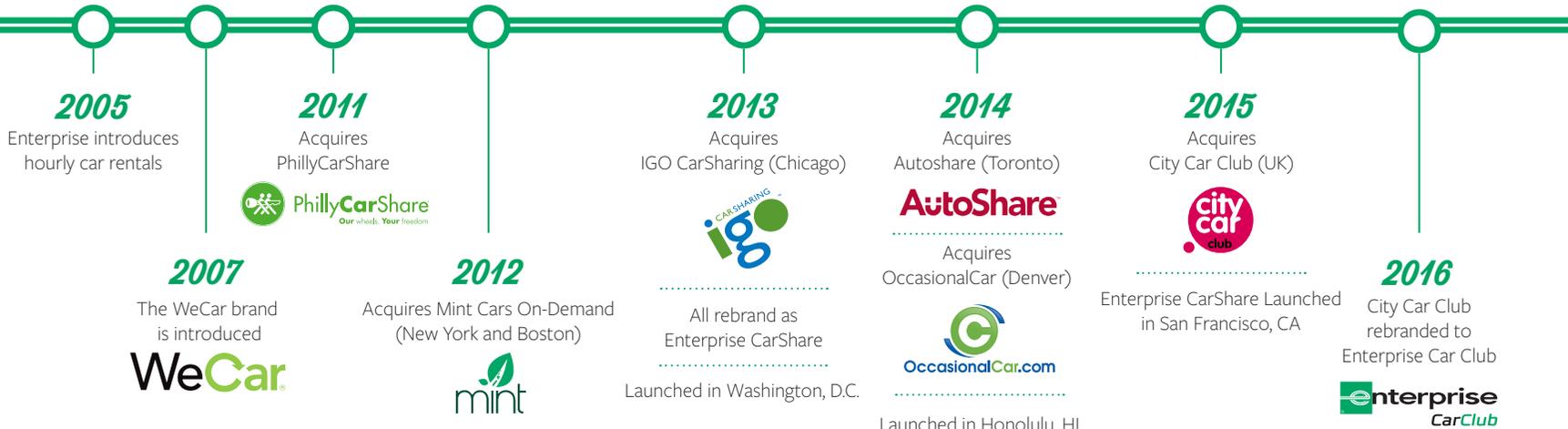


Enterprise Car Club offers your residents and the wider community access to vehicles 24/7, 365. This initiative has grown to include markets in the UK, US and Canada partnering with government, corporate, local authorities, universities and developers.

Enterprise Car Club is a natural extension of Enterprise Holdings' long term commitment to mobility solutions by providing sustainable, financial and operational transportation to businesses and communities.



TODAY The Enterprise Car Club network serves organisations, universities and retail markets throughout the UK, continuing our focus on meeting local transportation needs and delivering a sustainable customised service for more than 60 years.





Planning & Building

Planning & Building



Whether you are a property developer, housing association or local authority, Enterprise Car Club is the first choice for any organisation looking to implement a Car Club.

By implementing Enterprise Car Club, we can save your business time and money. Our dedicated property development account manager will support your requirements from start to finish, taking all the hassle away.



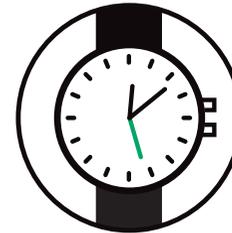
Zero
Maintenance



Reduced
Costs



A Green
Choice



Instant
Access

“Car clubs emit one tonne of carbon a year less than an average car for the same mileage.”

Carplus, 2016

Supporting your project



Our dedicated property development account managers have experience in planning and implementing car clubs for a variety of developments ranging in size and location.

- Planning Permission - The inclusion of Enterprise Car Club could increase the likelihood of gaining the most optimal planning permission for your project
- Section 106 requirements – Enterprise Car Club will address specific concerns of local authorities relating to parking pressure and will fulfil the requirements outlined in Section 106 agreements (Section 75 in Scotland).
- Attract buyers and tenants - Adding a car club gives you the ability to advertise properties as ‘comes with access to a car!’.
- Maximise on-site space - Cut build costs and reduce construction time by reducing the parking requirements within your project.
- Reduce congestion - Contribute towards reducing congestion and encourage a sustainable and economical alternative to car ownership.





Why Enterprise Car Club?

The Benefits



- **Dedicated Account Manager:** A single point of contact managing your account throughout the process.
- **Our Experience:** We have a strong track record of implementing projects with some of the country's leading property developers, housing associations and local authorities.
- **We're Growing:** We currently manage and maintain a growing fleet of vehicles located in 180 UK towns and cities including Brighton, Bristol, Cardiff, Edinburgh, Leeds, London, Manchester and Sheffield.
- **Vehicle Range:** We have a range of vehicles to suit all needs from small city cars to, 7 seaters, vans and even electric vehicles



A Car Club vehicle removes 20.5 privately owned vehicles from the road.

(Source: Como UK)





Account Management

Account Management



Because every development is different, we tailor the timeline and plan based on your needs. Below is a top line example of the support we provide as part of implementing Enterprise Car Club into your development.

IMPLEMENTATION

- Discuss best practice and effective “Vehicle Live” date
- Provide a bespoke proposal that discharges your section 106 requirements
- Identify optimal vehicle types and locations
- Site visits to check placement and delivery of the vehicles
- Build and support the communication of any relevant membership offers for residents

**Our experienced and dedicated
account managers will help you
every step of the way.**

Benefits



Enterprise Car Club provides residents and tenants with access to more than 1700 vehicles 24/7/365 in 180 UK towns and cities.

RESIDENT BENEFITS:

- Access to a vehicle without the financial burden of ownership
- Access to vehicles across the UK
- Low hourly and daily rates
- Preferential membership options
- Zero vehicle maintenance responsibilities
- Mode of travel which compliments public transport
- Vehicles can be reserved in advance or at the last minute
- Dedicated Clubhouse team available 24/7



We've made the process simple so members can get where they need to go and worry less about how to get there.



1

Reserve

Head to your online app, discover your nearest car and then make a reservation either online, over the phone or via your free phone app. Reservations can be made in advance or right at the last minute, any time of the day or night.



2

Unlock & Go

Head to the vehicle at the reserved time, hold your clever membership card over the card reader on the windscreen and the car will unlock. Alternatively, use our intuitive app - just press the 'unlock' feature and it will open the vehicle.

During the initial one time application process, members will create a unique 4 digit pin - this is used once you're in the vehicle. Simply reach in to the glove box, take out the in-car computer, enter those four digits and take the keys.



3

Return

The vehicle is now yours to drive for the reserved time. Just remember to bring it back to the bay when you're done. If you find you need a little extra time you can extend the reservation from the vehicle itself, via the website, app or by calling us via the in-car handset.

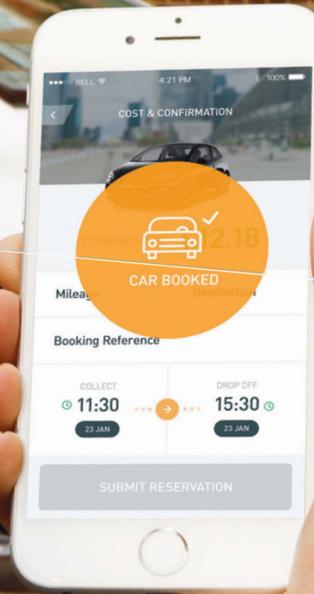
Property Development Events



Once vehicles are in place, your dedicated account manager can work with you to hold events promoting the new on-site service to your residents.

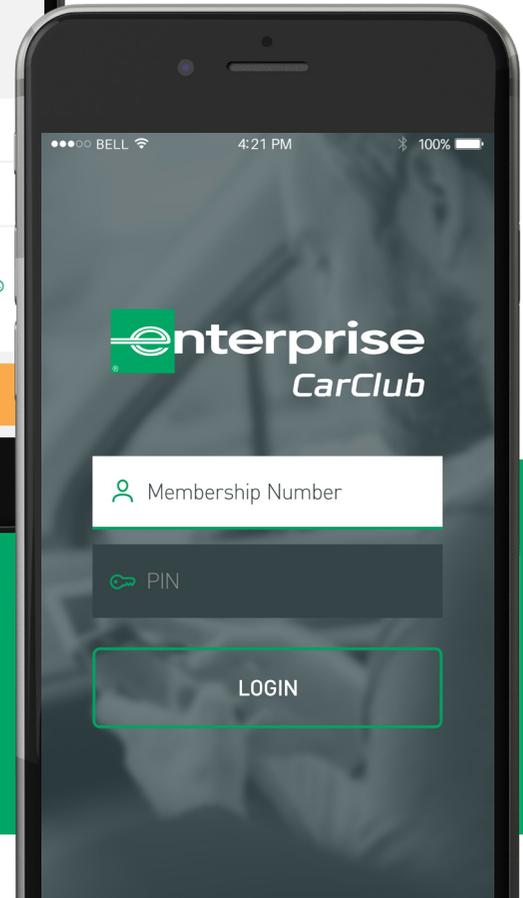
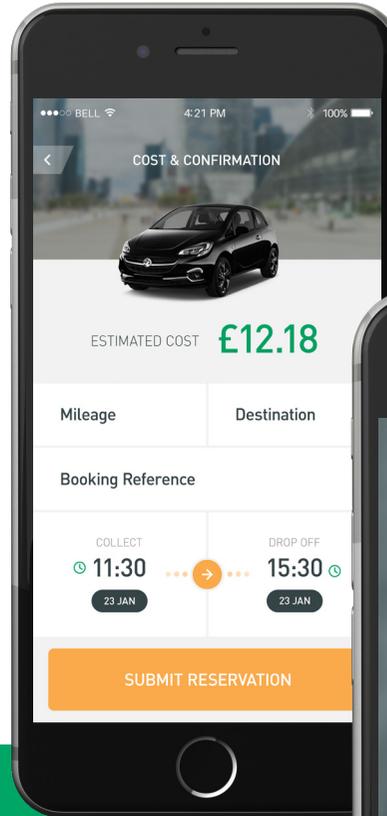


enterprise
CarClub





Download today!



MOBILE RESERVATIONS

- > Create
- > Modify
- > Extend
- > Cancel

FEATURES

- > Geo-location
- > Reserve Vehicles
- > Click to call the Clubhouse team and roadside assistance
- > Interactive Maps

Detail of the proposal

14 Bath Road, BH1 2LD, Bournemouth; 212 residential units



- Enterprise Car Club can supply all residents of the new development **free membership to Enterprise Car Club** (normally £60/yr) and a **one time "£50 drive time credit"** (combined £110 value/per person in yr 1). Enterprise would ensure that the above offer would be available even to multiple residents at the same address.
- Bespoke marketing material would be provided by Enterprise as an inclusive part of the service, in addition to our attendance at any promotional events.
- After the initial required year(s) (typically 1-3) and the service is commercially viable by then, Enterprise will be happy to continue to operate the space (with no ongoing charges to the developer for that vehicle).
- The landowners are responsible for the maintenance of the bays. Enterprise are responsible for the service and vehicles, and would supply all signage.
- Active Enterprise Car Club members will receive discount on rentals with Enterprise-Rent-A-Car. The development will be covered by the Enterprise free "We'll pick you up service".
- Residents will have access to all 1700+ vehicles across the UK.
- Creation of reports and statistics for the developer and council included. Zero vehicle maintenance and cleaning responsibilities for the developer.

Costings

Membership Fees to residents over contracted year(s)	Included
One time £50.00 driving time credit upon initial sign-up	Included
In-car Technology	Included
Marketing support & materials to promote scheme to residents	Included
Fuel Car	Included
On-site demonstrations/open days	Included
24/7 'Clubhouse' Support	Included
Signage	Included
Weekly Cleaning	Included
Full Maintenance	Included
Access to more than 100 additional Car Club vehicles across the UK	Included
Discounted car rental from our more than 450 rental branches	Included
Enterprise Dedicated Account Manager	Included
	Per car /yr
Low Emission ICE Vehicle	[REDACTED]
Hybrid Vehicles	[REDACTED]
EV	[REDACTED]

Model Example for Bath Road Scheme	Number of Cars & Duration	Total
Dedicated Car Club Vehicles		
Small: Ford Fiesta, Vauxhall Corsa or similar	1 car for 2 yrs	[REDACTED]
Midsize: Ford Focus, Vauxhall Astra or similar	1 car for 3 yrs	[REDACTED]



Randall Rickabaugh

Head of Mobility Solutions
Enterprise Mobility (Southwest)



07860 421 229



randall.g.rickabaugh@ehi.com



EnterpriseCarClub.co.uk



business@EnterpriseCarClub.co.uk



0345 266 9290



THERE'S MORE TO ENTERPRISE THAN YOU MIGHT THINK



enterprise
CarClub



MIX
Paper



FSC®

The contents of this book can not be redistributed/reproduced in any shape or form without consent from its owners.

Enterprise and the 'e' logo are registered trademarks of Enterprise Holdings, Inc. All other trademarks are the property of their respective owners. © 2016 Enterprise Car Club. 005681_ECC property developer toolkit SP-V2