

Testimony for Brian Rothery, Vice President of Government and Public Affairs, Enterprise Holdings
March 27, 2019
Oregon House Committee on Business and Labor

Good morning Chairman Barker, Vice Chairman Barreto, and members of the Committee. Thank you for the opportunity to appear before you in support of House Bill 3001.

My name is Brian Rothery and I am the Vice President, Government and Public Affairs for Enterprise Holdings. We operate the Enterprise, National, and Alamo car rental brands—the largest rental car family of companies in the country.

Enterprise has been operating in Oregon since 1989. We're committed to this state—having operated here for more than three decades. We currently employ 963 Oregonians that help us operate a fleet of 12,257 cars from a network of 71 locations throughout the state. We invest in Oregon; we recruit recent college graduates here; we hire a broad base of employees here; and we pay taxes here that reflect our fair-share contribution into the economy. In the past year alone, Enterprise Holdings generated \$25 million in state and local tax revenues in Oregon and we spent \$15 million with Oregon collision repair centers, dealerships, and vehicle maintenance facilities.

Our company and our employees are very active around the state in the communities where we do business. The Enterprise Holdings Foundation donated \$460,000 to Oregon charities including the Juvenile Diabetes Foundation, Urban League of Portland, Children's Cancer Association, Basic Rights of Oregon, Oregon Food Bank, and many more. Further, because watershed protection and wildfire reforestation are important issues here, we are proud that in 2018 we funded the planting of 40,000 trees in the Willamette River Basin. This marks the seventh tree planting project in Oregon that Enterprise has funded as part of its 50 Million tree initiative and marks a total of 820,000 trees planted in Oregon since the inception of the Enterprise 50 million tree pledge 12 years ago.

The intersection of transportation and technology provides tremendous opportunity for innovation. Enterprise already offers a host of innovative transportation options including: Commuter Vanpooling (Commute with Enterprise), web-based ride-matching and carpooling (Zimride), and car sharing (Enterprise CarShare). Enterprise is also currently taking a close look at the business line that is the subject of today's hearing—the peer-to-peer car rental model, which allows private individuals to rent out their vehicles. There may be significant promise to this emerging category that makes greater use of individually owned vehicles. And House Bill 3001 takes an initial step toward acknowledging the obligations and responsibilities that companies renting cars have to the communities where they operate.

While there is a slight difference in the business models between traditional rental car companies like Enterprise versus peer-to-peer platform companies, the services that both business models deliver are virtually identical. You can rent a Toyota Corolla from Enterprise, or you can rent a Corolla on a peer-to-peer platform. But either way, it's a Corolla. The marketplace rules should therefore reflect the fact that the service is the same, and the rules of the road should be the same as well. House Bill 3001 stands for this important concept.

Thank you very much for your time, and I'd be happy to answer any questions you may have.

Brian Rothery
Vice President Government and Public Affairs
Enterprise Holdings