

AUTO RENTAL REIMBURSEMENT COVERAGE

This document is a summary of research related to consumer perceptions and awareness of rental reimbursement coverage. The information is to be used as a resource for promoting and increasing awareness of the product.

Facts about Rental Reimbursement

- Pays for the cost of a rental car as part of a covered auto claim
- Can be added to an eligible auto policy at any time
- Coverage levels vary by insurer
- One year of Rental Reimbursement typically costs less than one day of rental

Insurance Agents are the main source for policy recommendations

- 52% of consumers report they learned about Rental Reimbursement from their agent¹.
- 74% of consumers relied solely on their agent for advice on their policy¹.

U.S. Transportation Statistics

- There are more than 13 million covered auto accidents each year²
- 1 in 8 drivers have an accident each year³
- Drivers average one accident every 8-10 years²
- The average rental for replacement during a repair is 13.8 days⁴

Customer service impact

- Rental reimbursement positively impacts customer service and the replacement rental experience.
- Direct billing can be set with Enterprise, keeping a customer's claim related expenses down.

Driver Behavior

Drivers are increasingly mobile. 78% of drivers say that having a vehicle to get where they want is important, and 44% report they drive to more than 3 places per day⁵. These multiple trips in addition to their commute make public transportation less convenient and ride hailing less cost-effective forms of transportation after an accident.

In a recent survey, 39% of drivers indicated they are familiar with the term Rental Reimbursement⁵.

53% of drivers said they do not read their entire policy before purchasing auto insurance, and only 3 in 10 indicate they are very confident that they are aware of everything in their auto policy⁵.

Enterprise.com/driverstats

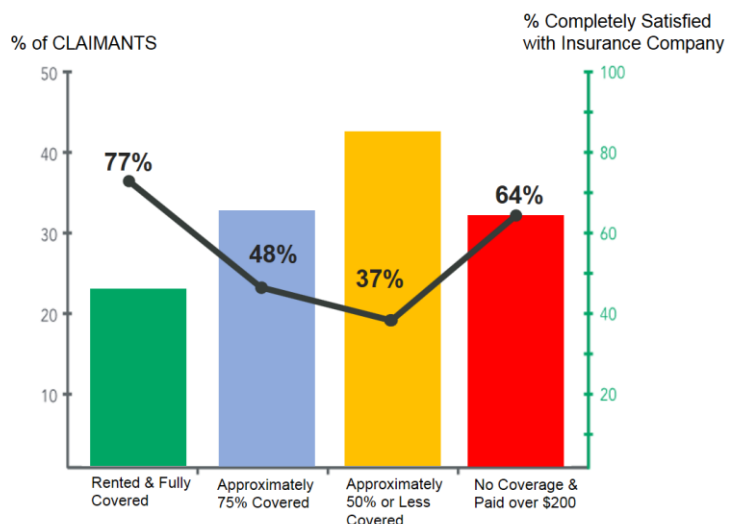
Customer Satisfaction

The 2012 J.D. Power and Associates® Proprietary Rental Reimbursement Study shows that sufficient Rental Reimbursement coverage is a significant factor in retaining customers after a claim.

Customer satisfaction jumped from 37% to 77% when Rental Reimbursement covered the full cost of the rental⁶.

For claimants* without coverage who fully paid for their replacement rental car and spent over \$200:

- One-third have either left their insurer or are “at-risk” of leaving
- Are 4 times more likely to have defected



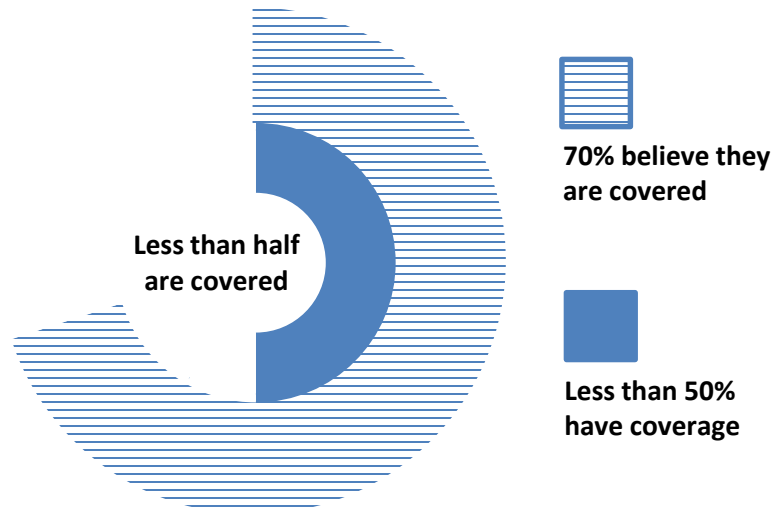
¹2017 Enterprise Holdings General Population Rental Reimbursement Survey; ²Romans Group, LLC ³National Safety Council ⁴EHI Internal Data ⁵2017 Atomik Research U.S. Drivers Survey ⁶2012 J.D. Power Proprietary Rental Reimbursement Study *Claimants refers to policyholder who experiences a claim.

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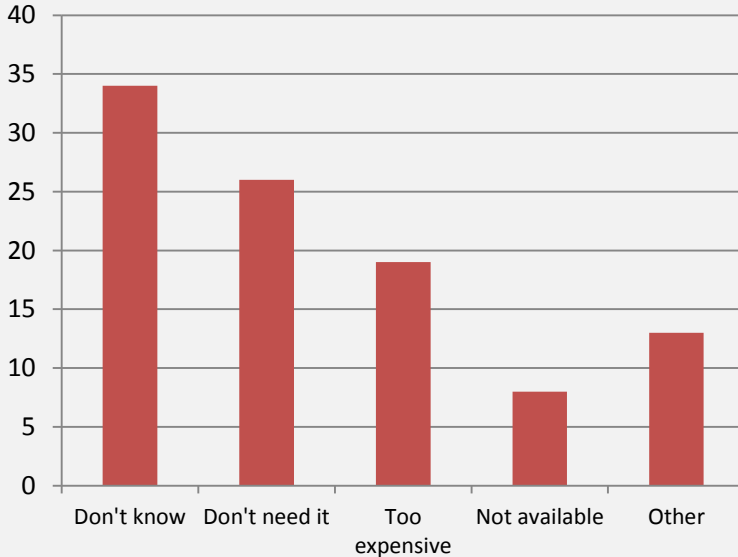
Consumer Research

According to a 2017 survey¹, **drivers continue to report high incidence that they have Rental Reimbursement coverage on their policy.**

- The self-reported percentage contradicts the actual coverage penetration of 50% or less as reported by insurers.
- Comparing this data, there is a clear misconception of people who believe they have Rental Reimbursement coverage, suggesting a lack of policy familiarity and an assumption of coverage among respondents.



Perceived Barriers to Purchasing Rental Coverage¹



- 34% report they had no knowledge of the product
- 26% believe they would not need it
- 19% believe the coverage is too expensive

Resources

Enterprise has developed resources to support insurers in improving consumer perception and levels of rental product awareness. Visit [enterprise.com/agentinfo](https://www.enterprise.com/agentinfo) or talk to your Enterprise contact about opportunities.