



MEDIA RELEASE

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Enterprise Rent A Car takes Co-op family to 18 businesses

Hastings Co-op has expanded its family of businesses to 18, with the purchase of the local Enterprise Rent A Car franchise this week.

Chief executive officer Allan Gordon said the acquisition was part of the Co-op's overall strategy to diversify and seek out new opportunities for the benefit of members.

"Enterprise Rent A Car is the world's largest transport solution provider, with 1.5 million vehicles in 7,600 locations across 85 countries," he explained.

"Our local franchise includes 31 vehicles, from sedans to an eight-seater van and a removalist truck.

"While the majority of customers organise their car hire via the website (www.enterpriserentacar.com.au) we also have a service desk at Port Macquarie Airport."

Mr Gordon agreed the car hire industry was a diversion from the Co-op's traditional business operations, but believes "it makes good business sense".

"We see a lot of potential, particularly in regard to offering electric cars and being able to offer discounted rates to members in the future," he said.

"This is a great opportunity to diversify our energy division and places us in an ideal position to take advantage of new and emerging technologies.

"We've always been about improving the lives of our members, and this purchase means being part of the Co-op family will be even more rewarding."

The Hastings Co-op family now includes 18 businesses across the Hastings and Camden Haven and employs more than 300 locals. Business units include fuel, supermarkets, liquor stores, department stores, hardware and rural supplies, cafes, Bago Bluff condiment range and the newly-acquired Enterprise Rent A Car business.

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