

America's Love Affair With Cars Shifting Gears To Renting

(NAPSA)—Ever wished you had a car that's different from the one you own? How about a sporty sedan to arrive in style at a high school or family reunion? Perhaps a convertible to celebrate a wedding anniversary? Or maybe you need a pickup truck to haul home improvement materials or an SUV for a weekend trip to the lake? If so, then you're not alone.

In fact, according to the "Poll of the American Driver," more than half of U.S. drivers, representing 95 million Americans, say they need automobiles other than the one they own to satisfy numerous lifestyle needs.

"Renting to meet various lifestyle needs is becoming quite common in America," said automotive popular culturist Dr. Michael Marsden of Eastern Kentucky University, who analyzes societal trends related to the automobile. "Renting a car for special occasions has become like renting a tuxedo for a wedding."

According to the poll, commissioned by Enterprise Rent-A-Car, reasons for renting vary, but popular choices include getting away for the weekend, celebrating a special night out, driving kids to a weekend sports tournament, attending a high school reunion, or hauling home gardening supplies.


Fueling the trend are a number of factors, including changing lifestyles and the fact that nearly two-thirds of Americans prefer to rent rather than borrow a vehicle. Availability, convenience and affordability also account for this growing trend. Rental car locations are increasingly found in the neighborhoods where consumers live. For example, Enterprise Rent-A-Car, North America's largest

Poll of the American Driver Findings

- More than half of U.S. drivers, representing some 95 million Americans, say they need automobiles other than the one they own to satisfy numerous lifestyle needs.
- Nearly two-thirds of U.S. drivers (more than 110 million Americans) would rather rent than borrow a vehicle from a friend or neighbor.
- Consumers say they are more concerned about the vehicle they drive (52 percent) than their marital status (44 percent) when attending a class reunion.
- When drivers were asked what kind of car they'd like to drive:

On a date — 79 percent of minivan owners, 73 percent of pickup truck owners and 70 percent of mid-size sedan owners said they prefer to drive a car other than the one they own.

To a wedding — 83 percent of pickup truck owners, 74 percent of minivan owners and 72 percent of sports car owners would prefer an automobile other than the one they own.

To a high school reunion — 69 percent of pickup truck owners, 55 percent of SUV owners and 52 percent of sports car owners would prefer to drive a vehicle other than the one they own. 

rental car company, has nearly 5,000 neighborhood locations, putting one within 15 miles of 90 percent of the U.S. population.

"Enterprise uncovered this trend, thanks to our thousands of neighborhood locations and our practice of picking up and dropping off customers," said Steve Short, vice president of consumer development. "By making it so easy and affordable, we've brought renting cars to the forefront when consumers are looking for ways to meet various lifestyle and transportation needs."