



Enterprise Mobility

Locations: Missouri (HQ)

Industries: Transportation

RISK LEVEL:



High Risk

DESCRIPTION:

Enterprise is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Enterprise embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. High Risk

Enterprise ended a discount program for members of the NRA after the Parkland shooting in 2018 (1). Enterprise Holdings received a score of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (2)(3). The company promotes divisive sex and gender policies. Its Supplier Code of Conduct requires international vendors to include sexual orientation and gender identity in their nondiscrimination policy (4). Enterprise Holdings has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (5)(6).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Enterprise's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). The company will not give to religious organizations: "The Foundation considers the support of schools (other than higher education), athletic teams, churches, synagogues or other houses of worship a personal responsibility, and therefore discourages requests for Foundation support of these types of organizations" (3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Enterprise's HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). The company appears to prioritize diversity over merit in its recruitment and mentorship program. From its 2023 ESG Report: "The Enterprise Mobility Women in Rental program works to recruit more women into the car rental industry and provides development

opportunities for the path toward branch manager." The company appears to prioritize diversity over merit in its supply chain: "The Supplier Diversity Policy aims to increase the number of small and diverse suppliers with whom we work. Across operating groups, we continue to expand efforts to connect with and support socially or economically disadvantaged businesses, including woman-owned, veteran owned, disability-owned, minority-owned and small businesses" (3). The company offers DEI training to its employees (4). Enterprise Holdings does not provide viewpoint protections for its employees (5).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

High Risk

Enterprise's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Enterprise has sponsored LGBTQ Pride parades (3). CEO Chrissy Taylor is a member of the Business Roundtable, which supports stakeholder capitalism over traditional shareholder obligations (4). Enterprise published an article titled "Five Tips for Being a Good LGBTQ+ Ally at Work", which encourages employees to "uncover biases" and use gender-neutral language (5). The company supports DEI within its business practices, hosting a DEI Council (6). The company supports DEI and ESG within its business practices. From its 2023 ESG Report: "As we work toward the ESG 2025 goals, Enterprise Mobility remains committed to reducing its environmental impact, embracing the transition to electrification, encouraging supplier diversity, supporting local communities through volunteerism and grants, as well as empowering team members through professional development, advancement opportunities and focused Diversity, Equity and Inclusion (DEI) efforts" (7). The company scored a 70 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (8)(9).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.

High Risk

Enterprise's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Enterprise Holdings is a corporate partner of the National LGBT Chamber of Commerce (3). In 2020, the company donated altogether \$71,456 to Urban League of Kansas City MO (4). In 2022, the company donated \$25,000 to Urban League of Metropolitan ST Louis (5). In 2022, the company donated \$25,000 to Indianapolis Urban League (6). In 2022, the company donated altogether \$50,000 to Urban League of Greater New Orleans (7). In 2022, the company donated \$30,000 to YWCA Evanston North Shore (8). In 2022, the company donated \$30,000 to Greater Washington Urban League (9). In 2022, the company donated \$43,200 to Urban League of San Diego (10). In 2022, the company donated \$25,000 to Atlanta PRIDE (LGBTQ) Committee Inc (11). In 2022, the company donated \$25,000 to The Urban League of Greater Atlanta Inc (12). In 2022, the company donated \$25,000 to Columbia Urban League (13). In 2023, the company donated altogether \$1,050,000 to Urban League of Metropolitan ST Louis (14). In 2023, the company donated \$25,000 to Indy PRIDE (LGBTQ) Inc (15). In 2023, the company donated \$30,000 to Airport Minority Advisory Council (16). In 2023, the company donated \$25,000 to Los Angeles Urban League (17). In 2023, the company donated \$25,000 to Urban League of Central Carolinas (18). In 2023, the company donated \$25,000 to Urban League of Greater New Orleans (19). In 2023, the company donated \$25,000 to Urban League of Broward County (20). In 2023, the company donated \$25,000 to Columbia Urban League (21). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (22).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

High Risk

Enterprise's HRC 2023-2024 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). The Enterprise Holdings has donated to the Equality PAC (3). In 2022, 2024 the company donated to Equality PAC (3)(4)(5). The company has not used its PAC donations or lobbying for ideological purposes (6).

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