



Figure 1: Above, Cedrent Directors Darren Walmsley & Peter Sampson, Redspot Managing Director Dan Mekler & Director Simone Mekler & Far West Coast Investments Director Robert Larking.

Local Business Buys Global Brand

In a move to increase market share and better service its existing and future customer base, Cedrent Vehicle Hire, formally Ceduna Rent a Car, have acquired the franchise rights to Enterprise Rent a Car in South Australia and The Northern Territory.

Cedrent Vehicle Hire's majority owners, Munda Wana Wilurarra Pty Ltd, a Ceduna operated subsidiary company of Far West Coast Investments Pty Ltd, helped to finalise the franchise deal with Enterprise Holding late last year. The franchise acquisition will transform Enterprise Rent a Car SA/NT into one of the few Supply Nation certified, and majority Aboriginal owned vehicle hire franchises in Australia.

Enterprise Rent a Car is a globally recognised brand servicing over 90 countries worldwide. Established in 1957, the company now boasts the world's largest rental car fleet with over 2 million vehicles and is the largest rental car company in the world.

Ownership of the Enterprise SA/NT franchise brings online booking and fleet purchasing advantages as well as key industry knowledge that comes with partnering with an international brand. Management plan to inject the current Cedrent fleet, made up of commercial vehicles and 4WDs into the new Enterprise brand, creating a more rounded product offering from small cars all the way through to Mine Spec 4WDs and trucks.

With established locations in Ceduna, Adelaide, Darwin, Port Augusta, Coober Pedy & Alice Springs and pending locations in Port Lincoln and Whyalla, Enterprise Rent a Car SA/NT is positioned to become a dominant player in vehicle hire throughout South Australia and The Northern Territory.