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**FOR IMMEDIATE RELEASE**

**Enterprise Rent-A-Car, Crawford Educational Services Offer Online Rental Reimbursement CE Course to Insurance Professionals**

*Study shows coverage drives policyholder satisfaction and retention*

**ATLANTA and ST. LOUIS, (June 5, 2013)** – Enterprise Rent-A-Car has partnered with Crawford Educational Services to present a premium online continuing education (CE) program for rental reimbursement coverage.

The course was developed to provide insurance professionals with a thorough understanding of how personal and business auto policies—and their related forms and endorsements—provide rental reimbursement coverage to policyholders after an insured motor vehicle sustains a physical damage loss. The course also includes related interactive games to help reinforce the learning experience.

“We are pleased to join with Enterprise, the leader in the replacement rental market, to build awareness and advance knowledge of rental reimbursement among insurance adjusters and agents,” said Douglas Dell, senior vice president of Crawford Educational Services. “The more insurance professionals learn about rental reimbursement coverage, the better able they will be to communicate its benefits to consumers and serve their customers.”

The correlation between rental reimbursement insurance and the impact on an insured’s satisfaction and retention level after a claim has increased in significance, according to a 2012 study commissioned by Enterprise Rent-A-Car and conducted by J.D. Power and Associates. The study found that an insurance carrier’s satisfaction and retention levels increased significantly if a rental car was fully covered at the time of a claim. In contrast, claimants without coverage who fully paid for the rental car and spent more than \$200 were four times as likely to defect from their insurer as those whose rentals were fully covered.

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“Rental reimbursement coverage is available for a minimal fee with almost every auto insurance policy,” said Mary Mahoney, vice president-insurance replacement for Enterprise. “One year of rental reimbursement coverage costs less than a one-day car rental, but it is often bypassed by those who believe they will not have a car accident or those shopping only for the lowest cost premium.”

Insurance professionals in 25 states can take the three credit-hour rental reimbursement course to earn CE credits for their state license renewal or complete the course in a convenient non-CE training format. Additionally, the learning program includes interactive games and access to additional CE products. For more information on the program, go to [www.kmcondemand.com/enterprise](http://www.kmcondemand.com/enterprise).

### About Crawford Educational Services

Crawford Educational Services has been serving the insurance industry with targeted, technical training for more than 60 years. Its blended learning model delivers educational programs to both Crawford & Company and its many customers designed around a variety of learning styles delivered via live, virtual, online and simulation-based learning programs. Its [KMC On Demand](#) learning technology platform marries knowledge management technology with state certified, customized insurance courses and performance support tools that insurance professionals can easily reference.

### About Crawford

Based in Atlanta, Ga., Crawford & Company ([www.crawfordandcompany.com](http://www.crawfordandcompany.com)) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford System of Claims Solutions® offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.



### About Enterprise Rent-A-Car

Founded in 1957 and known for an extensive network of home-city and airport locations, everyday low rates and outstanding customer service, [Enterprise Rent-A-Car](#) is an internationally recognized brand that has been named to *BusinessWeek* magazine's annual list of "Customer Service Champs" in 2007, 2008, 2009 and 2010. With more than 5,500 offices located within 15 miles of 90 percent of the U.S., Enterprise operates more than twice as many locations as its nearest U.S. competitor and continues to lead the home-city market. Enterprise Rent-A-Car operates not only as a key provider for insurance replacement, weekend getaways and special occasions, but also as a local transportation alternative.

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