

About Us



| Company Outline |

We are Nippon Rent-A-Car. Founded in 1969, Nippon Rent-A-Car is Japan's most distinguished rental car company.

We provide customers with approximately 850 locations and 42,000 vehicles throughout Japan.

As we are not affiliated with any specific automaker, we are able to provide a variety of vehicle makes and models for customers to rent.

Rather than let vehicles age, we also replace our most popular passenger vehicles every few years.

Replacing used vehicles eliminates uncomfortable wear and tear, and reduces the risk of breakdown and other inconveniences to our customers.

The most trusted name in vehicle rentals.



Management Philosophy

Nippon Rent-A-Car Group shall provide advanced and attractive services in regard to vehicle usage and shall make the value of usage higher permanently. In such way, we will contribute to the society as indispensable business entity in the field of transportation.

Action Guidelines

We will be united to do followings:

1. Try to offer safe, trusted, clean and comfortable vehicle as well as utmost satisfactory and best services to our clients to obtain best confident to us from them.
2. Challenge always to introduce innovative and unique services to offer convenient and economical vehicle usage services.
3. Commit to respect humanistic and help each other, and make employee friendly workplace where everyone finds worth for working and rearises growth by oneself.

Improving Quality in Three Major Areas

In order to provide customers with safety and peace of mind, Nippon Rent-A-Car strives to improve quality in three major areas.

Vehicle Quality Customer Service Quality Rental Location Quality

More than just rental cars, we provide customers with a variety of services for satisfaction and peace of mind.

Whenever and wherever we operate, appreciation for our customers always comes first. We not only strive to promote vehicle rentals, but also to create added value.

We engage in a variety of other initiatives as well. As a company dealing in automobiles, the environment always remains a crucial concern. We were one of the first rental services to establish a hybrid rental class and provide eco-friendly driving.

In recognition of these commitments, Nippon Rent-A-Car became the first rental car company in May 2010 to be endorsed as an Eco-First Company by Japan's Ministry of the Environment.

However, we will not rest on these laurels. Our sincere wish, moving forward, is to continue to serve the community, as a company that is friendly to both people and the environment.

Nippon Rent-A-Car relies on the support of its customers. We look forward to your business.

Partnership with Enterprise Holdings

Nippon Rent-A-Car International Inc. made the Franchise Agreement between Enterprise Holdings Inc., the largest car rental company in the world, in worldwide market as well as in Japanese one.

We accept reservations from Enterprise Holdings Inc., through its website and reservations center, for the customers visiting Japan, and concurrently we make reservations for customers visiting outside Japan. In such ways, we have been building strong relationship.



Company Outline

Company name	Nippon Rent-A-Car Service, Inc. (abbreviated NRS)
Head Office	14F, FUJISOFT Bldg., 3 Kanda-neribeicho, Chiyoda-ku, Tokyo 101-0022 Tel: 03-6859-6111 Fax: 03-6859-6117
Osaka Branch	4F, KCI Hirano-machi Bldg. 2-4-11 Hirano-machi, Chuo-ku, Osaka 541-0048 Tel: 06-6222-7111 Fax: 06-6222-7114
Established	25-Mar-1989
Capital	720 million yen
President	Norihisa Fujiwara
No. of group companies	20 in Japan
No. of rental locations	580 locations in Japan (including information booths) and overseas (Hawaii, Guam) as of January 1, 2022
No. of employees	5,336 (including group companies)) as of October 31, 2021