

LUXURY FIGHTS BACK (PAGE 74)

FORTUNE

DISPLAY UNTIL SEPTEMBER 14, 2009

THE **NEW** Best Idea IN BUSINESS

Surprise: It's in autos. How car-sharing startup **Zipcar** is cranking up a transportation revolution. (Get ready for the IPO...)

By Paul Keegan
(PAGE 42)




Zipster Nation: Drivers like these who gave up their cars report saving an average of \$600 per month.

\$4.99US \$5.99CAN 37>




0 70989 10093 0

FORTUNE.COM



the 9th annual
FORTUNE
BATTLE
of the CORPORATE
BANDS

PRESENTED BY
NAMM[®]



Funds from this event help support Rock Hall Education Programs. For more information visit www.rockhall.com/fortunebattle or email Lisa Vinciguerra at: Lisav@rockhall.org

October 2-3, 2009
ROCK AND ROLL HALL OF FAME AND MUSEUM
CLEVELAND, OH

CONGRATULATIONS TO THE FINALISTS:

AEROROOT Frontier Natural Products Co-op	STRAT 5 Healthways
MANAGE THIS Symantec	THE MIGHTY ELECTRIC ST. JUDE BAND St. Jude Children's Research Hospital
ROLAND'S STONES Chevron	THE S.A.P.'S Johnson & Johnson
SLUMP Oceanside Glasstile	THE WEASELS The Sunflower Group

THANKS TO OUR ROCKIN' SPONSOR:

