

## **Hertz Wins Industry Awards, Averages 5,000 New Gold Plus Rewards® Loyalty Members Per Day**

**Accolades from Global Traveler, Travel Weekly Asia, Business Traveler USA, Women's Choice and FlyerTalk**

ESTERO, Fla., Dec. 16, 2016 /[PRNewswire](#)/ -- Hertz – one of the most iconic and recognized car rental brands in the world – is honored to receive several leading industry awards from top travel industry influencers. In 2016 to date, Hertz has received 37 awards highlighting its outstanding service around the globe, including recognition for its [Gold Plus Rewards®](#) loyalty program which has grown to 11.4 million members worldwide and adds an average of 5,000 new members per day.

The prestigious accolades include the distinction of Best Car Rental Company by *Global Traveler* in the 12<sup>th</sup> annual GT Tested Reader Survey Awards, one of the most highly-regarded awards in the industry, which asks frequent business and luxury travelers to name the best company in a variety of travel-related categories. Hertz also received the honor of Best Rental Car Company in the World in *Business Traveler* magazine's 2016 Best in Business Travel Awards as voted on by readers in its annual Best in Business Travel Survey.

Hertz Asia has recently been named the Best Car Rental provider by both the TTG Travel Hall of Fame Awards and the Travel Weekly Asia's Reader's Choice Awards, two of the most prestigious accolades in the region.

Hertz received the [Women's Choice Award®](#) for America's Most Recommended™ Car Rental Services for the 5<sup>th</sup> consecutive year for multiple categories including business travel, loyalty programs, overall customer service and overall value. This award designation is based on a national survey that was distributed to tens of thousands of women across America who were asked to select the brands that they would highly recommend to their family and friends.

FlyerTalk, the popular online community of frequent travelers, also named Hertz Gold Plus Rewards among the travel industry's best loyalty programs. Hertz Gold Plus Rewards won in every group and geographic region of the Drive category. It was named the Best Rewards Program across the Americas, Europe/Africa and Middle East/Asia/Oceania for the fifth consecutive year and also received the Outstanding Benefits recognition globally.

"Hertz is honored to receive these prestigious awards as the best car rental company from key industry influencers in the travel space," says Matt Jauchius, executive vice president and chief marketing officer of Hertz. "These external accolades, coupled with the strong growth of Hertz Gold Plus Rewards, is a testament to the value our rental car service provides to consumers and industry leaders alike. We're pleased to continue to help millions of business and leisure travelers get to their destinations."

Hertz understands customers want speed and convenience at every part of the rental experience, from pick up to drop off. Hertz is dedicated to maintaining superior quality and customer service through a variety of innovative service offerings, which include its free-to-join Gold Plus Rewards loyalty program. In addition to an expedited rental experience, Gold Plus Rewards members enjoy exclusive benefits that include earning points toward free rental days and bypassing the counter at more than 50 locations.

To learn more about Hertz and the company's recent recognitions, visit [Hertz.com](http://www.hertz.com).

## **ABOUT HERTZ GLOBAL**

Hertz Global operates, through its operating company The Hertz Corporation and its subsidiaries, the Hertz, Dollar and Thrifty vehicle rental brands in approximately 10,000 corporate and franchisee locations throughout North America, Europe, Latin America, Africa, the Middle East, Asia, Australia, and New Zealand. Hertz Global is one of the largest worldwide airport general use vehicle rental companies, and the Hertz brand is one of the most recognized in the world. Product and service initiatives such as Hertz Gold Plus Rewards, Carfirmations, Mobile Wi-Fi and unique vehicles offered through the Adrenaline, Dream, Green and Prestige Collections set Hertz Global apart from the competition. Additionally, Hertz Global owns the vehicle leasing and fleet management leader Donlen Corporation, operates the Hertz 24/7 hourly vehicle rental business in international markets and sells vehicles through its Rent2Buy program. For more information about Hertz Global, visit: [www.hertz.com](http://www.hertz.com).

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