

## **In Remembrance of the Late Arnold Palmer, Hertz Inks Four-Year Partnership Agreement as Official Rental Car Sponsor of the Arnold Palmer Invitational presented by Mastercard**

### **Hertz Expands Relationship as New Legacy Partner of Arnie's Army Charitable Foundation**

ESTERO, Fla., March 17, 2017 /PRNewswire/ -- Hertz Global Holdings, Inc. (NYSE: HTZ) announced that its wholly owned subsidiary, The Hertz Corporation, and the Arnold Palmer Invitational presented by Mastercard have signed another four-year partnership agreement for Hertz to be the Official Rental Car Sponsor of the PGA TOUR tournament. Hertz will also work with Arnie's Army Charitable Foundation, an organization founded by Arnold Palmer that supports children and families in need.

In its 39th year at Bay Hill, the 2017 Arnold Palmer Invitational presented by Mastercard is being held March 13-19 in Orlando, Fla. It is one of only five tournaments given "invitational" status by the PGA TOUR and has a reduced field of only 120 players, as opposed to most full-field open tournaments that have 156 players.

Arnie's Army Charitable Foundation provides financial support to institutions and organizations that support the well-being and development of children and youth; support health and wellness initiatives; and strengthen communities and the environment. Similarly, Hertz has a long history of supporting communities in a way that helps enhance the lives of people and the environment. The company's charitable giving priorities have a special focus on improving the lives of children and families.

"Hertz has enjoyed a relationship with Arnold Palmer for more than three decades - longer than any other corporate partner," commented Kathryn Marinello, Hertz president and chief executive officer. "This year is particularly notable as we honor the memory of Arnold Palmer. We worked with Arnold way back when he played a prominent role in our advertising, and have partnered with his organization through his final days. We are excited to grow the partnership to include Arnie's Army Charitable Foundation and look forward to building upon the important work we are doing to make a difference in our communities."

Hertz and Arnold Palmer's longstanding partnership began more than 30 years ago in 1983. Hertz has featured the World Golf Hall of Fame icon in print advertisements, radio and television commercials, and other promotions over the years. In addition, Hertz was title sponsor of Palmer's PGA TOUR event at the Bay Hill Club & Lodge from 1985 through 1988, for what was then known as the Hertz Bay Hill Classic. Hertz has been an associate sponsor since 1996 of the event now presented by Mastercard.

"Our partnership with Hertz is one of our longest and most valuable," said Marci Doyle, COO of the Arnold Palmer Invitational presented by Mastercard. "We couldn't be more pleased to extend our partnership and help further the important work of Arnie's Army Charitable Foundation."

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 apart from the competition.

For more information about the Arnold Palmer Invitational, visit [www.arnoldpalmerinvitational.com](http://www.arnoldpalmerinvitational.com). Tournament proceeds benefit Arnie's Army Charitable Foundation, which helps fund the Arnold Palmer Hospital for Children and Winnie Palmer Hospital for Women and Babies.

For more information, visit [www.Hertz.com](http://www.Hertz.com) and/or follow Hertz at [www.Facebook.com/Hertz](https://www.facebook.com/Hertz) and [www.Twitter.com/Hertz](https://www.twitter.com/Hertz).

#### **About Hertz**

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc., operates the Hertz, Dollar and Thrifty vehicle rental brands in approximately 9,700 corporate and franchisee locations throughout North America, Europe, The Caribbean, Latin America, Africa, the Middle East, Asia, Australia, and New Zealand. The Hertz Corporation 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 apart from the competition. Additionally, The Hertz Corporation owns the vehicle leasing and fleet management leader Donlen Corporation, operates the Firefly vehicle rental brand and Hertz 24/7 car sharing rental business in international markets and sells vehicles through Hertz Car Sales. For more information about The Hertz Corporation, visit: [www.hertz.com](http://www.hertz.com).

#### **About the Arnold Palmer Invitational presented by Mastercard**

The Arnold Palmer Invitational presented by Mastercard will hold its 39th annual tournament at Bay Hill March

13-19, 2017. The tournament is Central Florida's signature sporting event and a highlight of the PGA TOUR, attracting the greatest names in golf. All proceeds from the tournament benefit Arnie's Army Charitable Foundation, which supports Arnold Palmer Hospital for Children and Winnie Palmer Hospital for Women & Babies.

SOURCE Hertz Global Holdings, Inc.

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