

Hertz and Aeroméxico sign exclusive, global partnership to offer Hertz, Dollar, Thrifty and Firefly car rental to airline's customers

- On Aeromexico.com passengers can now directly book car rental with Hertz, Dollar, Thrifty and Firefly at preferential rates

- Service is available to Aeroméxico customers renting with Hertz and Firefly in Mexico and with Hertz, Dollar, Thrifty and Firefly in carrier's rest of world destinations

ESTERO, Fla., June 7, 2017 [/PRNewswire/](#) -- Hertz Global Holdings, Inc. (NYSE:HTZ) has announced that its wholly owned subsidiary, The Hertz Corporation, has signed a three-way and exclusive partnership agreement with Hertz Mexico (operated by Avasa) and Aeroméxico, Mexico's leading airline. Aeroméxico passengers can now book car rental at the best available rates for Hertz and Firefly in Mexico and with Hertz, Dollar, Thrifty and Firefly in any of the airline's rest of world destinations, via the airline's website (Aeromexico.com) and call center.

The special rates for Hertz and Firefly in Mexico are also available to customers who present an Aeroméxico boarding pass at the brands' car rental desks in airports across the country. In addition, Hertz Mexico will display Aeroméxico branding and customer offers on its website and at all of the car rental company's airport locations.



Robert Stuart, Executive Vice President, Global Sales, Hertz, said: "Like us, Aeroméxico is constantly innovating to offer its customers enhanced convenience and high quality service. We are honored that Mexico's leading airline selected Hertz as their exclusive, global car rental provider to offer passengers a wide selection of Hertz, Dollar, Thrifty and Firefly vehicles at the best available rates. With [Aeromexico.com](#) now featuring a new car rental booking engine, travelers can easily book their flights and car rental in just a few clicks."

Moises Behar, CEO, Hertz Mexico, a franchise partner of The Hertz Corporation, added: "It is an honor to partner with Mexico's flagship carrier to make our Hertz and Firefly fleets and services easily available to both domestic travelers and international visitors who fly with Aeroméxico. In addition, as part of our marketing co-operation with Aeroméxico we will periodically offer special promotions and exclusive car rental benefits to the airline's passengers."

Anko van der Werff, Chief Revenue Officer of Aeroméxico, commented: "Through our exclusive alliance with Hertz, we continue to broaden our offer to customers, providing them with high quality car rental options at the best available rates globally. In terms of customer experience, Aeroméxico's focus on the 'total trip' concept has really paid off, with initial car rental bookings through our sales channels exceeding expectations. We have had great feedback from vacation goers to frequent business travelers on the simplicity of adding car rental to their trip via aeromexico.com."

Aeroméxico is a major international airline serving more than 20 million customers, flying to 84 destinations in Mexico; North, South, and Central America; the Caribbean, Europe, and Asia.

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, Hertz Global, 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.

About Hertz Mexico

Hertz Mexico is operated by Avasa, who is the exclusive representative of Hertz and Firefly in Mexico. With more than 50 years in the market, Hertz Mexico operates in more than 120 rental locations, with cars, SUVs and minivans in the country through its four fleet lines: Regular, Prestige, Adrenaline and Green Collection. For more information go to www.hertzmexico.com or call: 01800 709 5000.

About Aeroméxico

Grupo Aeroméxico, S.A.B. de C.V. is a holding company whose subsidiaries are engaged in commercial aviation in Mexico and the promotion of passenger loyalty programs. Aeroméxico, Mexico's global airline, operates more than 600 daily flights and its main hub is in Terminal 2 at the Mexico City International Airport. Its destinations network features more than 80 cities on three continents, including 44 destinations in Mexico, 19 in the United States, 15 in Latin America, 4 in Canada, 4 in Europe, and 3 in Asia.

As a founding member of the SkyTeam airline alliance, Aeroméxico offers customers more than 1,000 destinations in 177 countries served by the 20 SkyTeam airline partners rewarding passengers with benefits including access to 636 premium airport lounges around the world. Aeroméxico also offers travel on its codeshare partner flights with Delta Air Lines, Alaska Airlines, Avianca, Copa Airlines and WestJet, with extensive connectivity in countries like the United States, Brazil, Canada, Colombia and Peru. www.Aeroméxico.com www.skyteam.com

SOURCE Hertz Global Holdings, Inc.

For further information: Hertz Media Relations, Telephone: (844) 845-2180 (toll free from the U.S.) and (+1) 239-301-6300, Email: mediarelations@hertz.com

Additional assets available online:  [Photos \(1\)](#)

<http://ir.hertz.com/2017-06-07-Hertz-and-Aeromexico-sign-exclusive-global-partnership-to-offer-Hertz-Dollar-Thrifty-and-Firefly-car-rental-to-airlines-customers>