

## Hertz appoints General Sales Agents in India and Vietnam to drive outbound sales

LONDON, Sept. 25, 2017 /[PRNewswire](#)/ -- Hertz Global Holdings, Inc. (NYSE:HTZ) announced that its wholly owned subsidiary, The Hertz Corporation, has appointed Discover the World and InterGlobe Air Transport Limited (IGAT) as General Sales Agents (GSAs) for Vietnam and selected India markets respectively. The GSAs will promote Hertz's products and services around the globe to domestic travel trade partners, corporate customers and leisure travellers.

Both GSA partners were selected for their deep expertise in travel and strong local networks. In India, Hertz's outbound sales efforts are supported in Bengaluru, Delhi and Mumbai by Discover the World, an international GSA partner of Hertz since 1995.

Research<sup>1</sup> indicates that around 14.5 million travelers from India visited other countries in 2016, while the number of people from Vietnam traveling to the rest of the world amounted to approximately 4.8 million. According to the report, these figures are poised to grow, with India and Vietnam forecasted to be among the 5 fastest growing outbound travel markets in Asia Pacific by 2021.



Michel Taride, Group President, Hertz International, said: "With the number of international trips from India and Vietnam forecasted to grow by almost 10 per cent over the next few years, we view these countries as important source markets for our worldwide rentals.

"Our valued and renowned partner Discover the World has been successfully supporting Hertz's outbound sales in Asia for 22 years. We are therefore truly pleased to see this relationship expanding as we appoint Discover the World Vietnam. In addition, IGAT's great expertise in travel distribution across India will help us offer convenient and seamless car rental to more corporate and leisure customers before they embark for their destinations."

Sunil Talreja, VP-International Sales and Services, InterGlobe Air Transport Limited (IGAT), said: "With our pan-India reach and extensive corporate customer base, we will be able to further expand sales of Hertz products and services to our country's citizens travelling abroad.

"We are totally confident that our discerning network in India will very much welcome our collaboration with a renowned, truly global player such as Hertz."

Amanda Yang, Vice President Asia Pacific, Discover the World, added: "With Vietnam's booming economy and Vietnamese citizens being granted access to international driving permits since October 2015, the partnership comes at just the right time.

"The team's extensive experience in the travel industry and strong relationships with local networks will enable a fast distribution of Hertz's products and services across all available channels."

In India, IGAT will distribute car rental products from the Hertz brands across the travel trade, small and medium enterprises (SMEs) and large local companies in selected Indian cities. Meanwhile,

Discover the World India will continue to operate as the car rental company's GSA servicing the travel trade and global corporations in Bengaluru, Delhi and Mumbai.

A leader in global travel services and distribution, Discover the World also operates as Hertz's GSA in Indonesia, Malaysia, Philippines, Taiwan and Thailand.

In India, Hertz' international reservations can be made through IGAT on +011 435 132 25 (Toll-free), or by emailing [hertzindia@interglobe.com](mailto:hertzindia@interglobe.com); and through Discover the World on +91-22 29210300, or by emailing [hertz@discovertheworld.co.in](mailto:hertz@discovertheworld.co.in).

In Vietnam, Hertz's international car rental reservations are available by calling +8428 6291 2289 or emailing [hertz@discovertheworldvietnam.com](mailto:hertz@discovertheworldvietnam.com).

<sup>1</sup> <http://masterintelligence.com/content/intelligence/en/research/press-release/2017/latest-forecast-emerging-markets.html>.

### **About The Hertz Corporation**

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc., operates the Hertz, Dollar, Thrifty and Firefly 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, Ultimate Choice, 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 Hertz 24/7 car sharing 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 Discover the World**

Discover the World has earned a reputation as a leader in global travel distribution in its 37 years of operation. Discover's success in developing a global network of offices in 81 countries capable of exceptional representation performance is unmatched. With a portfolio of over 100 clients across the airline, hospitality, cruise, car and technology partners utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

### **About InterGlobe Air Transport**

InterGlobe Air Transport (IGAT) Ltd. is part of the successful travel conglomerate - InterGlobe Enterprises - in India. Incorporated in 1989, IGAT is a leading representation company and provides diverse expertise across passenger and cargo sales. IGAT presently handles a portfolio of 10 international airlines and APT-an Australian river cruise company.

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](mailto:mediarelations@hertz.com)

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