

## Hertz's Great Gold Giveaway Offers Chance to Win 1 Million Gold Plus Rewards Points

### Hertz survey reveals frequent business traveler's top pet peeves and preferences

ESTERO, Fla., Oct. 10, 2017 /PRNewswire/ -- Hertz – one of the most iconic and recognized brands in the world – has launched its biggest loyalty promotion ever. Hertz Gold Plus Rewards members can participate in the Great Gold Giveaway for a chance to win 1 million Gold Plus Rewards points, which can be redeemed for up to four years' worth of free rental days\*. The sweepstakes also includes more than 1,000 runner-up prizes, such as free standard weekly and weekend rentals.

Members of Hertz's award-winning [Gold Plus Rewards](#) loyalty program who reside in the U.S. will receive an automatic entry for the sweepstakes – no sign up required – for each qualifying rental completed from September 12 through December 31, 2017. U.S. residents who enroll in Gold Plus Rewards during the sweepstakes period will also receive an entry for each qualifying rental. Customers can enroll for free in Gold Plus Rewards and read the official rules for the Great Gold Giveaway Sweepstakes terms and conditions at: <http://www.hertz.com/goldgiveaway>.

"Hertz Gold Plus Rewards members represent some of our most dedicated and valued customers – many of whom travel often for business," says Eric Smuda, Hertz vice president of Loyalty and Customer Experience. "Offering the chance to win 1 million points, plus hundreds of other great prizes is just one way we want thank them for their business. It also serves as the perfect opportunity for frequent travelers to make the most of their trips because they can receive an entry each and every time they rent."

In addition to rewarding loyal and frequent travelers for their business, Hertz also strives to provide them with a seamless and efficient rental experience. In a recent survey, members of the Hertz Hub – an online community comprised of approximately 6,000 frequent travelers who regularly share feedback on the brand's products and services – revealed that a fast pick up is what they value most about renting from Hertz, followed by the ability to bypass the counter and receive vehicle upgrades.

When it comes to their favored mode of transportation, 88 percent of those surveyed said that they preferred to rent a car when going on a business trip for more than three days over using a ride-sharing service (7%), public transportation (3%) or a taxi (2%).

While business travel certainly can have its perks, it can also come with challenges, and survey respondents didn't hold back when sharing some of those pain points:

- **No one likes a "know-it-all"**

Nearly 40 percent of those surveyed said their least favorite business travel companion is "the know-it-all" followed by "the chatterbox" (29%), "the drinker" (19%), "the boss" (10%) and "the rookie" or new employee (2%).

- **Comfort is king**

An uncomfortable airline seat (27%) and long lines (26%) were the top two biggest annoyances of business travel for those surveyed, followed by loud hotel neighbors (15%).

- **Pitfalls to avoid when traveling with co-workers**

Gossiping about work or co-workers is the No. 1 pitfall to avoid when traveling with co-workers (30%), closely followed by drinking too much alcohol (25%) and oversharing

personal information (22%).

Despite varying pet peeves, one thing frequent business travelers can all agree on is their love for loyalty programs. For six years in a row, Hertz Gold Plus Rewards has been named the Best Rewards Program in the car rental industry by the FlyerTalk Awards. In addition to earning points that can be redeemed for rental days or in exchange for other frequent traveler program rewards, Gold Plus Rewards members can skip the counter at more than 50 airports worldwide and go directly to their vehicle. At top airport locations, members can also take advantage of [Hertz Ultimate Choice](#), and choose the vehicle they want to drive and receive free upgrades when they reserve a midsize vehicle or larger.

\*Free Day includes base rate (time and mileage) only. Taxes, fees, and options are excluded.

### **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, 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 Firefly vehicle rental brand and 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 the Sweepstakes**

The sweepstakes is open to all legal U.S. residents residing in the 50 U.S. states and the District of Columbia who are 21 years and older and are members of the Hertz Gold Plus Rewards program. Void where prohibited by law. No purchase necessary to enter or win. The Hertz Corporation is the sponsor of the sweepstakes.

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