

Hertz and AAA Celebrate 40 Years of Partnership

ESTERO, Fla., June 14, 2018 /PRNewswire/ -- Hertz (NYSE: HTZ), one of the world's most iconic and recognized car rental brands, and AAA, North America's largest motoring and leisure travel organization, are celebrating a major milestone this year—the 40th anniversary of their partnership.

"As AAA's longest-tenured partner, Hertz shares the association's commitment to providing our members with exceptional value and service," said AAA President and CEO Marshall L. Doney. "We're proud to celebrate 40 years of collaboration with Hertz, and look forward to further growing our partnership in the years to come."



The relationship began in 1978, when AAA began providing members enhanced value when renting with Hertz at the airport. Fifteen years later, Hertz became AAA's exclusive rental car partner, and in 1998, the program expanded to include off-airport rental locations. Since then, the partnership has grown to extend across multiple AAA products and service areas.

In 1999, for example, Hertz Car Sales was added to the AAA program, providing exclusive discounts to members on its extensive selection of pre-owned vehicles. In 2001, AAA Diamond Ratings were added as an enhancement to Hertz NeverLost navigation systems. In 2013, Hertz's Dollar and Thrifty car rental brands were added to the AAA portfolio, offering members more choices in car rentals.

Today, the partnership provides AAA members a suite of benefits and savings when renting from Hertz. Discounts and benefits for members are available on daily, weekly, weekend and monthly rates when including a designated AAA discount code in the reservation and presenting a AAA membership card at the time of rental. Benefits include:

- Savings up to 20 percent off the base rate rental.
- No charge for additional drivers who are also AAA members.
- Free use of one child, infant or booster seat.
- Young renter fee waived for members ages 20-24.

Additionally, AAA members who join Hertz Gold Plus Rewards®, Hertz's award-winning loyalty program, can enjoy a faster and more rewarding car rental experience with benefits that include skipping the counter, exclusive access to member-only discounts, complimentary upgrades to premium vehicles, and the opportunity to redeem points for free rental days.

The partnership extends beyond exclusive benefits and savings for AAA members as Hertz and AAA have partnered on distracted driving awareness campaigns to support a safe travel experience.

"Hertz and AAA share similar goals in delivering excellent service and ensuring people have safe and enjoyable travel experiences," said Kathryn V. Marinello, President and CEO of Hertz.

"Throughout our 40-year partnership with AAA, we have continuously strived to provide members with valuable benefits and savings that are unrivaled in our industry. We are honored to be celebrating this partnership and are especially proud to continue offering best-in-class service. We look forward to building and growing our partnership over the next 40 years."

This year marks another significant milestone in Hertz's history as the company celebrates its 100th anniversary. Strategic partnerships such as the one with AAA continue to underscore Hertz's longstanding commitment to frequent travelers and its legacy of delivering superior service. With more than 10,000 locations worldwide, and a large and diverse fleet of top-rated vehicles, Hertz can get travelers where they want to go in the car that's right for them.

About Hertz

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc., operates the Hertz, Dollar and Thrifty vehicle rental brands in approximately 10,200 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, 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.

About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 58 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travelers. Motorists can map a route, identify gas prices, find discounts, book a hotel and access AAA roadside assistance with the AAA Mobile app for iPhone, iPad and Android. Learn more at AAA.com/mobile. AAA clubs can be visited on the Internet at AAA.com.

SOURCE Hertz Global Holdings, Inc.

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