

Hertz Celebrates its 100th Year with More Than 100 Industry Accolades

ESTERO, Fla., Dec. 7, 2018 /PRNewswire/ -- Hertz (NYSE: HTZ), one of the world's most iconic car rental brands, has earned more than 150 accolades from some of the top influencers in the travel industry during its centenary year.

"We're honored to receive such notable recognition from our customers and key travel influencers, especially as we celebrate our 100th anniversary," said Jodi Allen, executive vice president and chief marketing officer of Hertz. "This recognition reflects the results of our focus on speed, service and innovation and our efforts to continue providing our customers with the best car rental experience in the world."



Hertz continues to lead and innovate the car rental industry by providing its millions of customers around the globe with a fast and seamless experience at every touchpoint – from pick up to drop off. The company is committed to delivering exceptional service and a variety of unique benefits through its high-quality fleet, exclusive partnerships and Hertz Gold Plus Rewards® loyalty program.

Leadership in the Car Rental Industry

[Business Traveler](#) magazine readers recently voted Hertz as the Best Car Rental Company in the 30th annual Best in Business Travel survey. *Travel Weekly* magazine also recognized Hertz this year with [Gold Magellan Awards](#) for its travel blog, Great Gold Giveaway sweepstakes and "HER in Hertz" marketing campaign celebrating female business travelers.

More than 22,000 readers of [Global Traveler](#) magazine voted in the GT Tested Reader Survey Awards to honor Hertz with the title of Best Car Rental Company for the fifth consecutive year, earning Hertz "quint status." Additionally, Hertz earned the title of "Leading Car Rental Company" in more than 24 regions and countries from the [World Travel Awards](#).

Earlier this year, Hertz took home its sixth consecutive [Women's Choice Award®](#) for America's Most Recommended™ Car Rental Services within multiple categories, including Business Travel, Loyalty Programs, Overall Customer Service and Overall value. This designation is based on a national survey distributed to tens of thousands of women across the country who were asked to select brands they would highly recommend to family and friends.

Customer Loyalty and Exceptional Service

Hertz's commitment to providing a best-in-class loyalty program was awarded earlier this year when [FlyerTalk](#), the popular online community of frequent travelers, voted its [Hertz Gold Plus Rewards®](#) program the Best Rewards Program in the Drive category across every geographic region in the world – the Americas, Europe/Africa and Middle East/Asia/Oceania – for the seventh consecutive year. The program earned FlyerTalk Awards for Outstanding Benefit globally as well for the following member benefits: Hertz Ultimate Choice (Americas), free upgrades (Europe/Africa) and Gold service (Middle East/Asia/Oceania).

In November, Hertz Gold Plus Rewards® was honored with several [Frequent Traveler \(FT\) Awards](#)

in the Americas as well as Europe and Africa. Across these geographic regions, the program won in nearly every category — Best Overall Promotion (Americas), Best Elite Program (Americas), Best Redemption Ability (Americas, Europe and Africa), Best Loyalty Customer Service (Europe and Africa) and Program of the Year (Americas, Europe and Africa). In recognition of Hertz's innovation in the loyalty industry, the Loyalty Titan Panel of the FT Awards — comprised of notable leaders in the loyalty industry — honored the program with the coveted Titan Award, which is awarded to one hotel, airline and car rental company each year.

The company's dedication to its customers was also recognized by [Loyalty 360](#), the Association for Customer Loyalty, when they named Hertz Best in Class for Customer Focus and Customer Loyalty this year.

For more information about Hertz, visit [Hertz.com](#).

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 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](#).

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mediarelations@hertz.com



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