

Hertz Equipment Rental Launches Responsive Website Design

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PARK RIDGE, N.J., Dec. 4, 2013 /PRNewswire/ -- The Hertz Corporation (NYSE: HTZ) has re-launched its Hertz Equipment Rental Corporation website (hertzequip.com) with responsive design technology to give customers a consistent brand and rich user experience regardless of whether they access the site through their personal computer, mobile phone or tablet. Whichever device they choose, customers can quickly browse through the quality industrial and construction equipment for rental as well as easily finding a location near to them. The contact and help pages are also enabled with the new responsive design functionality for further ease of reference.

(Photo: <http://photos.prnewswire.com/prnh/20131204/NY27466>)

"Implementing responsive design technology is a part of our ongoing commitment to customer service," said Lois Boyd, Group President, Hertz Equipment Rental Corporation. "We've proactively launched this design to create a user-friendly experience no matter whether customers access Hertzequip.com via a touch-screen mobile device, tablet or PC. We will continue to develop our website and other digital channels in order to provide customers a best in class experience."

Hertzequip.com offers a comprehensive, online catalogue of equipment for rental, covering a wide range of categories. Product lines include [aerial lifts and manlifts](#), [air compressors and tools](#), [compaction and paving](#), [concrete and masonry](#), [earth moving](#), [electrical tools](#), [material handling equipment](#), power [generators](#), [pumps](#), [safety](#), and [trucks and trailers](#).

Switching Hertz's online experience to responsive design technology enables Hertz's in-house ecommerce team to build and make changes once for multiple devices and platforms. Every end user will have the same Hertz functionality at their fingertips while the content will be presented in an environment best suited to the user's device.

About Hertz Equipment Rental Corporation

Hertz Equipment Rental Corporation (www.hertzequip.com) – a wholly owned subsidiary of The Hertz Corporation since 1965 - operates one of the world's largest equipment rental businesses, offering a diverse line of equipment and tools for rent and [sale](#). Products include [aerial manlifts](#), [air compressors and tools](#), [earthmoving equipment](#), [electrical tools and power generators](#), forklifts and material handling equipment, [pumps](#), and [trucks and trailers](#). Hertz Equipment also offers programs and equipment through its customer programs for [Aerial](#), [Energy](#), [Entertainment](#), [Government](#), [HERC360 Fleet Management](#), [Industrial Plants](#), [National Accounts](#) and [Safety](#). With approximately 360 locations in the United States, Canada, China, France, Spain and Saudi Arabia as well as through international licensees, Hertz Equipment Rental offers daily, weekly, monthly and long-term rentals, tools and supplies, as well as new and used equipment for sale.

About The Hertz Corporation

Hertz operates its car rental business through the Hertz, Dollar, Thrifty and Firefly brands from approximately 10,400 corporate, licensee and franchisee locations in North America, Europe, Latin America, Asia, Australia, Africa, the Middle East and New Zealand. Hertz is the largest worldwide airport general use car rental brand, operating from approximately 8,800 corporate and licensee locations in approximately 150 countries. Hertz is the number one airport car rental brand in the

U.S. and at 111 major airports in Europe. Dollar and Thrifty have approximately 1,580 corporate and franchisee locations in approximately 80 countries. Hertz is an inaugural member of Travel + Leisure's World's Best Awards Hall of Fame and was recently named, for the thirteenth time, by the magazine's readers as the Best Car Rental Agency. Hertz was also voted the Best Overall Car Rental Company in Zagat's 2013/14 U.S. Car Rental Survey, earning top honors in 10 additional categories, and the Company swept the global awards for Best Rewards Program and Best Overall Benefits from FlyerTalk.com. Product and service initiatives such as Hertz Gold Plus Rewards, NeverLost®, and unique cars and SUVs offered through the Company's Adrenaline, Prestige and Green Traveler Collections, also set Hertz apart from the competition. Additionally, Hertz owns the vehicle leasing and fleet management leader Donlen Corporation and operates the Hertz 24/7 hourly car rental business. Hertz also operates one of the world's largest equipment rental businesses, Hertz Equipment Rental Corporation, through approximately 350 branches in the United States, Canada, China, France, Spain and Saudi Arabia, as well as through its international licensees.

Contact: Zoe White
+44 1895 553 887
zoewhite@hertz.com

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