

University Of Reading's Car Club Enabled By Hertz 24/7 Wins 'Sustainability Programme Of The Year' In The UK

Engage Awards 2013 honors car-sharing scheme implemented by the University of Reading in partnership with Hertz 24/7 as a model of sustainable and smart mobility

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LONDON, Dec.18, 2013 [PRNewswire/](http://photos.prnewswire.com/prnh/20131218/NY35415) -- The Hertz Corporation (NYSE: HTZ), the world's leading general use car rental brand, announced that the University of Reading in the UK has been awarded the accolade of Sustainability Programme of the Year at Public Sector Travel's annual Engage Awards, following the implementation of its Hertz 24/7 car share club. The on-campus scheme gives the university's staff and students around-the-clock access to a self-service fleet of low emission vehicles, reducing traffic congestion, carbon emissions and pressure on the campus' parking spaces.

(Photo: <http://photos.prnewswire.com/prnh/20131218/NY35415>)

Michel Taride, Group President, Hertz International, said: "Hertz 24/7 on-campus car club has been operating at the University of Reading for the last three years, driving a considerable reduction in CO2 emissions and fuel consumption. The Sustainability Programme of the Year accolade is an important recognition of the University of Reading's efforts to offer cost-effective alternatives to traditional transport as well as to Hertz's dedication to delivering smart mobility and environmentally friendly solutions."

Dr Karen Stanbridge, Sustainable Travel Coordinator, University of Reading, said: "It is very exciting to win this award. Our Hertz 24/7 on-campus car club allows staff and students to travel to the University by alternative means of transport and access a Hertz 24/7 vehicle to attend meetings in locations that may not be easily accessed by public transport. The Hertz 24/7 car club is just one of many travel initiatives introduced in recent years in our university to reduce its carbon footprint. Given so, it is very gratifying to be rewarded for these achievements."

Hertz 24/7 vehicles conveniently located on campus at the University of Reading can be booked on line (www.hertz247.com), over the phone or by using a smartphone app. As with all 24/7 vehicles, the RFID technology allows scheme's members keyless entry to any vehicle in the fleet, as well as to those in any Hertz 24/7 location around the world. A few vehicles can therefore be shared by a number of people improving utilization and reducing costs. While on the road drivers have 24/7 one-touch access to the Member Care Centre through the in-car, hands-free telecom technology.

GPS tracking allows the savings in fuel and CO2 to be measured. The University of Reading's Car Club has been operating for 36 months, and since its inception, over 38,000 miles (60,000km) have been driven on staff and students travel saving 4500 Kilos of CO2. In addition, analysis of booking patterns has allowed the 24/7 fleet for the University of Reading to be right sized according to demand patterns – contributing to further savings in cost and CO2.

Announcing the award, Public Sector Travel's editor in chief Betty Low said: "In a category of excellent entries, the University of Reading won special plaudits for being realistic and not stopping travel but encouraging their people to use alternative methods. They persuaded their people to move to a car-sharing scheme which was a solution that has made sense for the business and for

the environment."

In addition to Reading University, Hertz 24/7 works with Imperial College London, Oxford Brookes University and London's Brunel University in the UK. Hertz 24/7 also partners with over 50 universities in the United States.

Notes to editors:

About Hertz

The Hertz Corporation (www.hertz.com) 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 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 80 countries.

Hertz is in its 95th year of delivering quality car rental solutions to leisure and corporate customers. Product and service innovations such as Hertz #1 Club Gold, Worldwide Online Check-in, specially designed NeverLost® satellite navigation systems, and unique cars offered through the company's Prestige, Family, Fun/Adrenaline and Green Collections, set Hertz apart from the competition.

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