

## **Hertz Franchise Partner Ryan's Investments Will Operate Hertz, Dollar And Thrifty In Ireland Until 2024**

**Hertz and its longstanding franchise partner in Ireland, Ryan's Investments, have renewed their alliance for ten more years and extended it to include Dollar and Thrifty**

LONDON, Feb. 24, 2014 [/PRNewswire/](#) -- The Hertz Corporation (NYSE:HTZ), the world's leading general use car rental brand, has recently signed a new agreement with its franchise partner Ryan's Investments, which has been operating Hertz in Ireland since 1991. The new partnership agreement extends the alliance until 2024 and now also includes Hertz's value brands Dollar Rent a Car and Thrifty Car Rental.

Michel Taride, Group President, Hertz International, commented: "Ryan's Investment's strength in the local transport sector presents a significant growth potential for our Dollar and Thrifty brands in Ireland. Hertz's value brands offer local residents and visitors excellent service, top-quality vehicles and a budget-friendly way to explore the sights. The renewed and extended agreement with our highly valued partner Ryan's Investments was the natural next step in our fruitful and longstanding alliance."

Sean Boland, Managing Director, Hertz Ireland and Company Director, Ryan's Investments, added: "As part of the Hertz family for the past 23 years we share the company's vision for growth and the commitment to deliver quality service to our customers. We are delighted to operate Dollar and Thrifty brands across Ireland and to grow these brands to reach their true potential. We truly believe that the renewal of our partnership agreement with Hertz and the addition of Dollar and Thrifty to the alliance will be an exciting and rewarding journey for customers and employees."

From the beginning of the partnership between Hertz and Ryan's Investments, the Hertz Ireland business has grown to be the number one car rental brand on the island. Hertz Ireland has been recognized with a multitude of service excellence awards over the years, including being an unprecedented 19 year winner of the Irish Travel Trade publication's "Best Car Rental Company" honour.

With the largest market share in all segments and presence in all major airports including prime downtown locations in Dublin and Cork, Hertz offers the largest and most diverse fleet in the



country including the Fun and Prestige Collections and a wide range of vans. Fully integrated in Hertz's global Gold Plus Rewards Scheme, Hertz Ireland was the first Hertz European franchise country to offer the programme's full benefits pack, currently featured at all its Dublin and Belfast locations as well as at Shannon and Cork airports.

Dollar and Thrifty locations in Ireland are located in key tourist destinations - including Dublin, Cork, Knock, Kerry and Shannon airport - in line with Hertz's long-term leisure growth strategy for the Dollar and Thrifty businesses. Hertz's customers have now further access to a full range of rental options through the company's strong premium and value brands, making their reservations online by visiting [www.dollar.ie](http://www.dollar.ie) and [www.thrifty.ie](http://www.thrifty.ie).

### **Notes for editors:**

Following the European expansion of the Dollar and Thrifty brands, there are now 143 corporate locations operating across the continent, in addition to 195 franchisee and licensee locations.

Hertz's well-established Dollar and Thrifty brands serve value-oriented leisure customers, including domestic and foreign tourists, small businesses and government travelers in over 1,400 corporate franchisee and licensee locations in approximately 75 countries. The addition of Dollar and Thrifty to Hertz's family of brands in 2012 provides Hertz with multiple strategic options to address both corporate and leisure business in all three tiers of the car rental market.

### **About Hertz**

The Hertz Corporation ([www.hertz.com](http://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 1,400 corporate and franchisee locations in 75 countries.

Hertz is in its 96th year of delivering quality car rental solutions to leisure and corporate customers. Product and service innovations such as Gold Plus Rewards, Worldwide Online Check-in, Carfirmations, Mobile Wi-Fi, NeverLost® satellite navigation systems, and unique cars offered through the company's Dream, Green, Family, Fun/Adrenaline and Prestige Collections, set Hertz apart from the competition.

Hertz Press Contact

Nicola Hanley

Ketchum

T: +44 (0) 207 611 3597

E: [nicola.hanley@ketchum.com](mailto:nicola.hanley@ketchum.com)

Ian Savage

Ketchum

T: +44 (0) 207 611 3774

E: [ian.savage@ketchum.com](mailto:ian.savage@ketchum.com)

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