

## Hertz Brings Its Global Car Rental Revolution To Flagship Location At Frankfurt Airport

**New high tech makeover of Hertz car rental presence at Frankfurt Airport taps into customers' fast-paced digital lifestyle**

LONDON, March 3, 2014 /[PRNewswire](#)/ -- [The Hertz Corporation](#) (NYSE: HTZ), the world's leading general use car rental brand, has given its Frankfurt Airport flagship location a high tech makeover and modern redesign as part of the company's global reinvention of the car rental experience. With car rental counters at the airport's terminals 1 and 2, the open-plan locations and concierge-style greeting service feature a new concept in car rental. Dual screen, high resolution monitors at the counters further streamline the rental process, while in Terminal 1 large screens continuously feature rotating scenes of Frankfurt and Hertz's products. Complimentary Wi-Fi access is also available for customers.

Michel Taride, President, Hertz International, commented: "Following the overwhelmingly positive customer feedback for our revamped flagship locations in San Diego and Newark Airports in the U.S and London Marble Arch in the UK, I am very confident that the remodelling of Hertz's location in Frankfurt Airport will be equally celebrated. The location's high-tech makeover together with a top-class customer service will remarkably enhance the traveller's experience when renting a car with us."



The high-tech makeover at Hertz's Frankfurt Airport location also includes a 'Recharge Zone' for mobile phones and electronic devices in Terminal 1 as well as a 'Discovery Zone' which allows customers to learn more about Hertz's offering and have access to the latest news via touch screens.

Similarly, the Hertz parking area has also been transformed to enhance the customer experience by making every pick up and return a seamless process. With more counters, information screens, Hertz Dream Collection display and modern digital reservation signs for Hertz Gold Plus Rewards members, the Hertz re-designed parking area at Frankfurt Airport is consistent with the company's revamp.

Additionally, Hertz's location at Frankfurt Airport has been built with environmentally friendly and recyclable materials. Aligned with Hertz's global sustainability strategy "[Living Journey](#)," the location recycles general and automotive wastes and features energy efficient lighting and equipment as well as water saving fixtures.

As always, passengers who land at Frankfurt Airport have access to a wide selection of vehicles from the Hertz fleet, ranging from small practical cars, sedans and station wagons to the most stunning convertibles such as the breathtaking Jaguar F-TYPE from the company's Dream Collection. Additionally, other Hertz products are available at the location include the state-of-the-art navigation system NeverLost® and the company's mobile Wi-Fi hotspot service.

Hertz has been fully transforming flagship locations as well as updating other facilities across the world in an effort to streamline the rental experience. To date more than 400 Hertz locations have been updated around the globe, with over 200 renewed so far in Europe, Australia and South

Africa.

In addition to the unveiled modernized rental facilities at Frankfurt Airport, Marble Arch in London as well as San Diego and Newark Airports in the US, the full remodelling of the Hertz flagship location at Paris Saint Ferdinand is close to its official opening.

For more information, customers can visit [www.Hertz.com](http://www.Hertz.com) or follow Hertz on [Facebook](#) or [Twitter](#).

## 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.

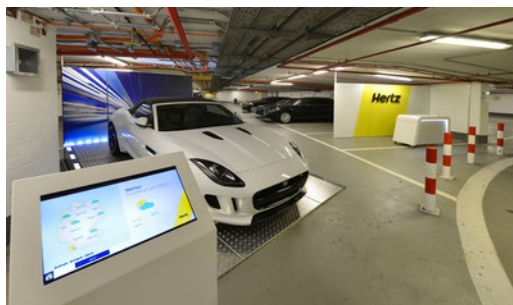
## CONTACT:

Ian Savage

+44 (0) 20 7611 3774

[Ian.Savage@ketchum.com](mailto:Ian.Savage@ketchum.com)

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