

Hertz Appoints Eliana Zem Executive Vice President & Chief Human Resources Officer

HR Executive with global experience across key HR disciplines will drive the Company's performance management, rewards and engagement initiatives.

ESTERO, Fla., May 20, 2015 [/PRNewswire/](#) -- The Hertz Corporation (NYSE: HTZ) ("Hertz or "the Company") today announced that Eliana Zem has been appointed Executive Vice President and Chief Human Resources Officer, effective June 30, 2015. Zem has extensive executive-level experience leading HR functions and business transformations at multi-national, consumer-facing brands in the Consumer Financial and Beverages industries. This experience includes nine years in her current role as Senior Vice President, Human Resources at Diageo North America, a subsidiary of the multi-national alcoholic beverages company. Zem will report to Tom Sabatino, Senior Executive Vice President, General Counsel and Chief Administrative Officer, and will serve on the Company's Executive Council.

Tom Sabatino said, "Eliana Zem is a seasoned and highly successful HR executive who will lead a cultural transformation at Hertz focused on engagement, alignment, performance management and rewards at all levels of the Company. She has successfully addressed the challenges facing a large-scale corporation operating globally as it drives towards its full potential with a diverse, multi-national workforce. We are pleased that Eliana has chosen to apply her vast experience and knowledge to the significant opportunities that lie ahead for Hertz."

About Eliana Zem

Zem currently serves as Senior Vice President, Human Resources at Diageo North America, a position she has held since 2006. From 1998 until 2006, Zem served in HR roles of increasing responsibility for Diageo in Brazil and the United Kingdom. From 1996 to 1998, she worked as an HR consultant in Brazil, where she was born and educated. Zem started her career in Brazil's banking industry where she had HR roles of increasing seniority at Unibanco, Citibank and Banco Nacional. During her career, Zem has developed subject matter expertise in Talent, Compensation, Total Rewards, Planning and Organization Development, as well as senior-level management.

ABOUT HERTZ

Hertz operates the Hertz, Dollar, Thrifty and Firefly car rental brands in more than 10,500 corporate and licensee locations throughout approximately 145 countries 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 company with more than 1,600 airport locations in the U.S. and more than 1,300 airport locations internationally. Product and service initiatives such as Hertz Gold Plus Rewards, NeverLost®, Carfirmations, Mobile Wi-Fi and unique vehicles offered through the Adrenaline, Dream, Green and Prestige Collections set Hertz apart from the competition. Additionally, Hertz owns the vehicle leasing and fleet management leader Donlen Corporation, operates the Hertz 24/7 hourly car rental business and sells vehicles through its Rent2Buy program. The Company also owns Hertz Equipment Rental Corporation ("HERC"), one of the largest equipment rental businesses with more than 350 locations worldwide offering a diverse line of equipment and tools for rent and sale. HERC primarily serves the construction, industrial, oil, gas, entertainment and government sectors. For more information about Hertz, visit:

www.hertz.com.

SOURCE The Hertz Corporation

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