

## **Hertz Appoints Customer Experience and Customer Care Leaders**

### **Stuart Benzal joins as Vice President, Customer Experience, and Vice President Anthony Bedalov will lead Customer Care and Contact Centers**

ESTERO, Fla., May 27, 2015 /PRNewswire/ -- The Hertz Corporation (**NYSE: HTZ**) today announced that Stuart Benzal has been appointed Vice President, Customer Experience, and Tony Bedalov has been appointed Vice President, Customer Care and Contact Centers reporting to Senior Executive Vice President and Chief Revenue Officer Jeffrey Foland.

In this new role, Benzal will oversee the worldwide delivery of distinctive products, services and superior experiences that deepen customer engagement across the company's car rental brands, which include Hertz, Dollar, Thrifty and Firefly.

Benzal joins Hertz from Aon, where he served as Vice President, Strategy. Previous roles include service as Managing Director, Global Product at United Airlines, and leading innovation & strategy for CarMax and Circuit City Stores. He has also led customer experience initiatives for the consultancy firms, McKinsey & Company in both Chicago and London, and A.T. Kearney, out of London. He received a Master of Business Administration degree from the EDHEC Business School in France, and a Bachelor of Science degree from the Florida Institute of Technology.

Bedalov will be responsible for the worldwide call center and customer care services. As a 30-year veteran with United Airlines, most recently as Managing Director of Contact Center Strategy and Planning, Bedalov has extensive experience in the development of customer service processes. He also has led the implementation of marketing and loyalty programs, in his prior role as President of Mileage Plus, Inc., a subsidiary of United Airlines. He attended the University of Illinois.

"We are pleased to have Stuart and Tony join the organization with their expertise in leveraging technology and innovation to optimize customer experience and satisfaction," said Jeff Foland. "They each have the background and experience to lead transformational initiatives across our global operations. They have proven records of delivering technologies including self-service customer applications, employee technology tools and systems that enhance the customer interaction with products and services."

### **ABOUT HERTZ**

Hertz operates the Hertz, Dollar, Thrifty and Firefly car rental brands in more than 10,300 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](http://www.hertz.com).

Logo - <http://photos.prnewswire.com/prnh/20130620/NY35609LOGO>

SOURCE The Hertz Corporation

For further information: Rich Broome, (239) 552-5558, [rbroome@hertz.com](mailto:rbroome@hertz.com)

---

Additional assets available online:  [Photos \(1\)](#)

<https://ir.hertz.com/2015-05-27-Hertz-Appoints-Customer-Experience-and-Customer-Care-Leaders>