

Hertz Equipment Rental Depot Opens in Doha, Qatar

NAPLES, Fla., June 17, 2015 /[PRNewswire](#)/ -- The Hertz Corporation (**NYSE:HTZ**) has announced that Hertz Dayim Equipment Rental has opened its first Qatar location in Doha, which is operating under the Hertz Equipment Rental Corporation (HERC) brand. The move is part of a joint venture agreement between HERC, Dayim Holdings and Phoenix Project Development WLL of the Al-Attiyah Motors & Trading Group, building on the success of the Dayim Holdings and HERC partnership in Saudi Arabia. HERC Qatar rents and sells small tools, heavy equipment and industrial machinery to construction, industrial, and energy firms as well as contractors working within those environments.

HERC Qatar is well positioned to support the dramatic construction and infrastructure growth currently underway in the Gulf State as part of the "Qatar Vision 2030" to create a sustainable economy and advance the standard of living of its people. Major projects in the country include new metro lines, sea ports, roads and expressways, drainage pipelines, and stadiums in addition to hydrocarbon based, petrochemicals projects. HERC Qatar's portfolio includes equipment for earth moving, aerial, material handling, power, electrical, and compressed air requirements.

"HERC Qatar's strategic objective is to provide best in class, value-added equipment rental solutions to support the country's massive infrastructure and industrial development," said Jay Early, International Vice President, Hertz Equipment Rental Corporation. "Following our success in Saudi Arabia, Qatar represented the next logical geographic choice in our ongoing development of key markets in the Middle East. Our equipment is on rent today, and we are excited to play a role in the development of Qatar's important public and private projects."

Chairman of Hertz-Dayim Equipment Rental, HRH Prince Khalid bin Bandar bin Sultan, added: "As regional expansion beyond Saudi Arabia is a major strategic objective for Hertz-Dayim Equipment Rental I believe that Qatar is the right place to begin, given the country's heavy demand for construction equipment and related services. We are confident that we will replicate the success of the Saudi business across the GCC. We have been able to put a very experienced and professional team in Qatar, which I believe will serve the demands of the industry and reshape the competitive landscape there."

The HERC Doha location offers a broad range of equipment and tools, including backhoes, skid-steer loaders, straight and articulating personnel lifts, telehandlers, industrial fork-lifts, 185 CFM to 1600 CFM compressors (including Instrument Quality), light towers and 50 KW to 1 MW generators. Equipment comes from manufacturers including Atlas Copco, CompAir, Cummings, Doosan, Genie, Himoinsa, JCB, JLG, Lincoln, Miller, and Wacker.

Located in Sailiyah Industrial Area, the new facility features a large yard, shop and branch office. The facility is situated 10KM outside of Doha. The location's hours of operation are Sunday through Thursday 8 am - 5 pm and for emergencies 24/7. The location can be reached at the local toll free number 800 4372.

About Dayim Systems

Dayim Systems and its associated company Dayim Holdings operate as vehicles for investment, joint ventures and strategic partnerships in the rapid growth environment of Saudi Arabia. Dayim's portfolio of companies and partnerships currently spans oil and gas EPC contracting, heavy equipment rental, infrastructure, water treatment, man guarding services, high tech safety and

security equipment, information and communication technology (ICT), and systems integration services. Dayim's partnerships with the global industry leaders in these sectors underpin its vision to bring the best of brands, knowledge, expertise and technical skills in the Kingdom of Saudi Arabia and Qatar and contribute towards building a balanced and sustainable Saudi economy.

About Hertz Equipment Rental Corporation

Hertz Equipment Rental Corporation (www.hertzequip.com) – a wholly owned subsidiary of The Hertz Corporation since 1965 - operates one of the world's largest equipment rental businesses, offering a diverse line of equipment and tools for rent and sale. Products include aerial manlifts, air compressors and tools, earthmoving equipment and power generators, forklifts and material handling equipment, pumps, and trucks and trailers. Hertz Equipment also offers programs and equipment through its customer programs for [Aerial](#), [Energy](#), [Entertainment](#), [Government](#), [HERC360 Fleet Management](#), [Industrial Plants](#), [National Accounts](#) and [Safety](#). With approximately 350 locations in the United States, Canada, China, France, Spain, Saudi Arabia and Qatar as well as through international licensees, Hertz Equipment Rental offers daily, weekly, monthly and long-term rentals, tools and supplies, as well as new and used equipment for sale.

About The Hertz Corporation

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.

CONTACTS: Lisa Farrar, Hertz Equipment Rental
lfarrar@hertz.com , tel +1 239-948-4314
Zoe White, Hertz Corporation
zoewhite@hertz.com

Photo - <http://photos.prnewswire.com/prnh/20150617/223758>

SOURCE The Hertz Corporation

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

<https://ir.hertz.com/2015-06-17-Hertz-Equipment-Rental-Depot-Opens-in-Doha-Qatar>