

Hertz Appoints James Mueller Senior Vice President, International Sales, Marketing and Revenue Management

ESTERO, Fla. and LONDON, July 21, 2015 [/PRNewswire/](#) -- The Hertz Corporation (NYSE: HTZ) today announced that Jim Mueller has been appointed Senior Vice President for International Sales, Marketing and Revenue Management effective July 21, and will be based at Hertz's international headquarters office outside of London. Mr. Mueller will report functionally to Jeffrey Foland, Senior Executive Vice President and Chief Revenue Officer, and operationally to Michel Taride, Group President, Rent a Car International.

Mr. Mueller will be responsible for Hertz Rent a Car international sales and marketing activity, revenue management (pricing) and ancillary revenues. He joins Hertz as a senior-level international sales and marketing executive with extensive experience in the Asia/Pacific, Europe, Middle East, Africa and India regions most recently as Senior Vice President, Global Sales for Etihad Airways, and previously holding international positions for United Airlines and Northwest/Delta Airlines.

"Jim has a proven record of executing successful international sales strategies and will take responsibility for driving the quality of our international revenues as well as our global sales and revenue management strategies into our international markets," said Jeff Foland.

Michel Taride added: "We are pleased to have Jim join the organization with his breadth of travel industry experience in global markets and success in integration of multi-brands."

Mr. Mueller has most recently served as Senior Vice President, Global Sales for Etihad Airways. He has also served as Vice President, Atlantic and Pacific Sales for United Airlines, where he led marketing and sales activities for Asia/Pacific, India and EMEA markets, including joint venture sales with the Lufthansa Group, Air Canada and All Nippon Airways. Previously at United Airlines, he held the positions of Vice President, Asia Pacific and Managing Director, Customer Solutions.

Mr. Mueller joined United Airlines from Northwest Airlines/Delta Airlines where he most recently served as Managing Director, Vice President Global Cargo Sales and Managing Director, Asia. Mr. Mueller started at Northwest Airlines in 1993, holding increasingly senior roles in pricing, yield management, revenue management, marketing planning and sales. Mr. Mueller has a Master of Business Administration from the University of Minnesota and an undergraduate degree cum laude in Economics from Saint John's University in Minnesota.

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.

Media Contact:

Hertz Media Relations
Telephone: + 1 239-598-6300
Email: mediarelations@hertz.com

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

SOURCE The Hertz Corporation

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

<https://ir.hertz.com/2015-07-21-Hertz-Appoints-James-Mueller-Senior-Vice-President-International-Sales-Marketing-and-Revenue-Management>