

## **Hertz Equipment Rental Corporation Appoints Carlo Cavecchi to Lead Specialty Rental Group**

NAPLES, Fla., Aug. 13, 2015 /[PRNewswire](#)/ -- The Hertz Corporation (**NYSE:HTZ**) announced that Carlo Cavecchi has joined Hertz Equipment Rental Corporation (HERC) as Vice President, Specialty Rental Group, reporting to Bruce Dressel, Chief Operating Officer.

In this new role, Mr. Cavecchi will lead HERC's current specialty business segments, including Pump, Energy Services, HVAC and Industrial Small Tools. He will also be responsible for leading the company's growth into additional solutions-based, customer-focused specialty areas.

"We are delighted to have Carlo join Hertz Equipment Rental. His energy and enthusiasm, coupled with his deep industry knowledge and significant P&L experience, make him a strong addition to our leadership team," said Larry Silber, President and Chief Executive Officer, HERC.

"Specialty services will continue to play an important role in enabling us to drive higher dollar utilization and enter into new markets," added Bruce Dressel. "Given his customer-focused track record of growing specialty businesses, Carlo was the perfect choice to help HERC grow its top-line revenue through specialty-market opportunities."

"I am excited to join the Hertz Equipment Rental team during this pivotal time in the company's history," said Carlo Cavecchi. "I've always viewed HERC as the gold standard of the industry. I am confident together we'll be able to deliver dedicated customer service and win market share in this high profile segment."

Since 2007 Mr. Cavecchi has served as the Chief Executive Officer of Ally Onsite, a specialized equipment and on-site services provider to the emergency restoration and oil field industries. Beginning his career at HSS Hire Group, a market-leading, U.K.-based equipment rental company, he quickly progressed becoming Vice President of Operations in 1995. In 1998, Mr. Cavecchi relocated to the United States as Chief Executive Officer of HSS Rental Stores to lead their U.S. expansion efforts. Within five years, a pilot location in Florida had grown to more than 70 locations operating in 14 states. After HSS, Mr. Cavecchi joined The Home Depot, where he helped develop expertise in their small tool and light equipment rental business.

### **About Hertz Equipment Rental Corporation**

Hertz Equipment Rental Corporation ([www.hertzequip.com](http://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 HERTZ**

Hertz operates the Hertz, Dollar, Thrifty and Firefly car rental brands in more than 10,300 corporate and licensee locations throughout approximately 150 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 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).

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