

## **Hertz Mexico launches the Hertz Green Collection and pioneers rental of hybrid cars in the country**

- Hertz Green Collection now available in Mexico through the introduction of the iconic Toyota Prius hybrid to the fleet**
- Car rental customers in Mexico City can now enjoy an alternative and sustainable driving option**

MEXICO CITY and ESTERO, Fla., July 14, 2016 /[PRNewswire](#)/ -- Hertz Global Holdings Inc. (NYSE:HTZ) has announced that its Hertz Green Collection - known as Green Traveler Collection in the US - has been launched in Mexico with a fleet of 2016 Toyota Prius hybrid vehicles. Hertz Mexico is the first car rental provider to add hybrid vehicles to its offering in the country in support of sustainable mobility. The all-new Toyota Prius is currently available for rent at all Hertz locations in Mexico City. These cars are exempt from the city's driving limitations in force for improving the quality of the air.

The redesigned model has a new, sleeker look; an even smoother drive; increased levels of comfort; and enhanced technology-enabled features.

The Prius incorporates fuel-saving technology that seamlessly and automatically alternates between electric power and conventional engine power for greater efficiency and performance. The Prius does not use fuel on slopes, in traffic jams or slow movement, resulting in fuel-saving costs and reduced CO2 emissions.

"Leading the car rental industry in offering a fleet of hybrid car rental vehicles in Mexico supports our commitment to the environment," said Moises Behar, chief executive officer of Hertz Mexico. "After seeing the popularity of the Hertz Green Collection in other countries, we are convinced that this eco-friendly choice will be equally well received in Mexico City."

Tom Sullivan, president of Toyota Motor Sales in Mexico, added: "We're proud of being leaders in innovation, hybrid technology and sustainable mobility in Mexico and in the world. Toyota's priority is to develop hybrid cars; it's the reflection of the company's commitment with the environment and our contribution to create a better world for everyone. This alliance with Hertz represents, without a doubt, a privilege for us to approach this kind of technology to the Mexican market."

In addition to its modern, regular fleet and the recently launched Green Collection, Hertz Mexico offers the Prestige Collection – a variety of elegant, comfortable models for customers seeking extra style – and the Adrenaline Collection, which includes high-performance sport cars for thrill-seeking drivers.

More information on Hertz Mexico's products and services are available at [www.hertzmexico.com](http://www.hertzmexico.com).

### **Notes to editors**

The Hertz Green Collection (Green Traveler Collection in the U.S.) is a selection of highly fuel-efficient cars, hybrids and electric vehicles.

### **About Hertz Global Holdings**

Hertz Global Holdings operates the Hertz, Dollar, Thrifty and Firefly car rental brands in approximately 9,980 corporate and licensee locations throughout approximately 150 countries in North America, Europe, Latin America, Asia, Australia, Africa, the Middle East and New Zealand.

Hertz Global Holdings is the largest worldwide airport general use car rental company with approximately 1,635 airport locations in the U.S. and more than 1,320 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 Global Holdings apart from the competition.

Additionally, Hertz Global Holdings owns the vehicle leasing and fleet management leader Donlen Corporation, operates the Hertz 24/7 hourly car rental business in international markets and sells vehicles through its Rent2Buy program. For more information about Hertz Global Holdings, visit: [www.hertz.com](http://www.hertz.com).

**About Hertz Avasa** Hertz Avasa is the exclusive representative of Hertz in Mexico for national and international car rental. With more than 50 years in the market, Hertz Avasa operates in more than 120 rental locations of cars, SUVs and minivans in the country through its four fleet lines: Regular, Prestige, Adrenaline and Green Collection. For more information go to [www.hertzmexico.com](http://www.hertzmexico.com) or call: 01800 709 5000.

**About Toyota Motor Sales in Mexico.** Toyota Motor Sales Mexico (TMEX) started its activities in Mexico in April 2002. Under the philosophy of "Think Global, Act Local" Toyota de Mexico has demonstrated its commitment with the environment, with sustainability and with our customers' satisfaction by offering an array of products that responds to the needs of the Mexican market. It has a network of 68 distributors in the country that offer 16 different models. In 2015, Toyota sold in Mexico a total of 84,779 units. Toyota Motor Manufacturing has presence in Mexico with a production plant in Tijuana, Baja California.

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