

## **Hertz Announces New Chief Operations Officer for International Division**

LONDON, Oct. 4, 2018 /[PRNewswire](#)/ -- Hertz Global Holdings, Inc., (NYSE: HTZ) announced that Tracy Gehlan has joined the company as Chief Operations Officer for Hertz International. Reporting to Michel Taride, Group President, Hertz International, Gehlan is based at the car rental company's International headquarters near London, UK.

In this newly created position Gehlan has assumed overall responsibility for delivering sustained growth, efficiency and "best in class" customer service across the company's wholly owned operations in Europe and Asia Pacific.

Gehlan brings 23 years of operating expertise in a fast-moving retail environment from her leadership roles including Smashburger Master, Burger King Corporation and The Restaurant Group.

Previously, as Managing Director/CEO of Smashburger UK, Gehlan led the entry of the US Smashburger fast food hamburger chain into the UK market and developed the company's plans to expand across Europe. In her 11 year career with Burger King, Gehlan most recently served five years as Chief Operations Officer, EMEA, where she optimized the business across the region's franchised and wholly owned restaurants throughout 42 countries.

Prior to joining Burger King, Gehlan served in operational management positions over a nine year period at The Restaurant Group. Gehlan has also held a non-executive directorship with the British Retail Consortium as Board Member, Scottish Retail Consortium (2008-2011).

Michel Taride, Group President, Hertz International, said: "Tracy has an outstanding track record of operational excellence, team leadership, top talent development, and business management and growth. Her sincere passion for customers and employees along with her exceptional depth of operating expertise will be a tremendous asset to our company."

### **About Hertz**

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc., operates the Hertz, Dollar, Thrifty and Firefly vehicle rental brands in approximately 10,200 corporate and franchisee locations throughout North America, Europe, The Caribbean, Latin America, Africa, the Middle East, Asia, Australia and New Zealand. The Hertz Corporation is one of the largest worldwide rental companies, and the Hertz brand is one of the most recognized in the world. Product and service initiatives such as Hertz Gold Plus Rewards, Ultimate Choice, Carfirmations, Mobile Wi-Fi and unique vehicles offered through the Adrenaline, Dream, Green and Prestige Collections set Hertz apart from the competition. Additionally, The Hertz Corporation owns the vehicle leasing and fleet management leader Donlen, operates the Firefly vehicle rental brand and Hertz 24/7 car sharing business in international markets and sells vehicles through Hertz Car Sales. For more information about The Hertz Corporation, visit: [www.hertz.com](http://www.hertz.com).

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