

## **Hertz launches "Voyage à la Française" sensorial tours in France**

**- Premium car rental experiences to stimulate the five senses through five beautiful regions of France**

**- In the first chapter of "Voyage à la française," customers renting in Provence-Alpes-Côte d'Azur will be introduced to the region's most delightful fragrances**

LONDON, Sept. 24, 2019 /PRNewswire/ -- Hertz Europe Ltd, part of Hertz Global Holdings, Inc. (NYSE: HTZ), has unveiled "Voyage à la Française" self-driving sensorial tours in France, beginning with the Provence-Alpes-Côte d'Azur itinerary dedicated to the joy of the country's famous scents and fragrances.

The Voyage à la Française series will offer customers five regional itineraries - one for each of the five senses – to discover the best of France. Each sensorial tour comes with the rental of a carefully selected premium vehicle, with a variety to choose from, including the country's iconic Alpine A110 sports car, DS7 Crossback and DS3 Crossback premium SUVs. As part of the exclusive package, customers will have the option to have an additional driver added free of charge.

The first itinerary, Provence-Alpes-Côte d'Azur, follows the delicate scents of local perfumeries and the fields throughout the well-known region. To introduce customers to the unique fragrances of the region, Hertz France is providing them with a specially designed gift box from the prestigious, local perfumer Fragonard, containing lavender soap and perfume. Additionally Voyage à la Française renters will receive a bespoke travel guide highlighting where to discover the region's best scents.

"Our Voyage à la Française allows customers to uncover the wonderfully diverse world of French culture through unique sensorial journeys, a selection of carefully chosen vehicles, fantastic extras and expert partners," said Alexandre de Navailles, General Manager, Hertz France. "We constantly look for new ways of offering an exclusive, fully encompassing car rental experience that goes beyond renting a vehicle, and our Voyage à la Française is yet another example of this."

Hertz's Voyage à la Française is currently available from the company's branch at Nice Airport, with an expansion to more locations across the French Riviera taking place in October.

The service will be launched in four other regions in France between the end of this year and summer 2020, featuring exclusive sensorial experiences and new, bespoke vehicle selections for customers to discover the surroundings in style.

Main terms and conditions:

- Customers booking the Alpine A110 must be 28 years or more, have a driving licence for at least 5 years and be in possession of two credit cards
- Customers booking the DS7 Crossback must be 25 years or more, have a driving licence for at least 3 years and be in possession of one credit card
- Customers renting the DS3 Crossback must be 23 years or more, have a driving licence for at least 3 years and be in possession of one credit card

More details, and full terms and conditions available from [www.hertz.co.uk/p/fleet-guide/voyage-a-la-francaise](http://www.hertz.co.uk/p/fleet-guide/voyage-a-la-francaise).

## **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 company-owned, licensee 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 vehicle rental companies, and the Hertz brand is one of the most recognized globally. Product and service initiatives such as Hertz Gold Plus Rewards, Ultimate Choice, Carfirmations, Mobile Wi-Fi and unique vehicles offered through its specialty collections set Hertz apart from the competition. Additionally, The Hertz Corporation owns the vehicle leasing and fleet management leader Donlen Corporation, 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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