

## **Hertz Creates Gulf Coast Customer Care Center**

### **Center Focused on Assisting Customers With Car and Equipment Rental Needs**

PARK RIDGE, NJ, Jul 27, 2010 (MARKETWIRE via COMTEX) -- The Hertz Corporation (NYSE: HTZ) announces the opening of its Gulf Coast Customer Care Center to assist retail customers, businesspeople, and government employees traveling to the Gulf Coast area who need rental cars and equipment for clean-up related activities. The Care Center can be reached by calling toll-free, 1-888-932-7259. Trained customer care representatives are available to rent cars and SUVs, as well as a wide range of equipment, and to provide overall assistance to customers traveling to the Gulf Coast.

"Since the beginning of the Gulf Coast crisis, Hertz has been on the ground providing assistance to business and government customers," commented Hertz Chairman and Chief Executive Officer, Mark P. Frissora. "Hertz is in a unique position to offer both car and equipment rental solutions, and demand has increased steadily since the crisis began. The creation of a one-stop Customer Care Center provides an easy way for organizations and individual customers assisting with clean-up efforts to work with Hertz."

With the increased rental needs by corporate and government entities, including FEMA and the Coast Guard, traveling to the Gulf Coast area, Hertz Rent A Car has relocated several hundred vehicles, including SUVs and vans, into the region. In addition, Hertz Equipment Rental has ordered more than \$7 million worth of equipment and is transferring trucks, vans and shuttle buses to its Equipment Rental Offices to meet customer demand. Hertz Equipment Rental is also in the process of opening on-site base camps in Alabama and Florida to provide easier access to cars and equipment for its corporate customers.

"At Hertz, we have decades of experience mobilizing quickly to provide support as the nation deals with major catastrophes. We have deployed employees from across the country, including Washington, Las Vegas and Fort Myers, to the Gulf Coast to ensure we meet customers' needs," continued Frissora. "To maintain high levels of customer service, our relocated employees are working with local management to get cars and equipment to our customers as quickly as possible."

While AAA offices have reported member inquiries regarding travel to the Gulf Coast, they have not experienced widespread cancellations. Travelers visit the region for reasons other than boating and swimming, including visiting family and friends, state and national parks, golfing, shopping, dining and nightlife. Hertz's Gulf Coast Customer Care Center is able to support the individual traveler, making reservations, extending rentals, searching for locations and checking on car availability.

Hertz also has the products and services to make one's trip more enjoyable, including NeverLost, in-car navigation system and SIRIUS XM Satellite Radio with more than 120 channels including commercial-free music, news, talk and comedy. NeverLost's Online Trip Planning, available at [www.neverlost.com](http://www.neverlost.com), allows travelers to plan their trip online ahead of time, save it to a flash drive, and use that drive with the NeverLost unit once at their destination. Additionally, NeverLost offers Concierge Assisted Routing which creates and sends trip information directly to a customer's NeverLost unit. Renters simply call a toll-free number to speak with an experienced Concierge who can assist with a variety of requests, from finding remote locations to locating hotels and restaurants to making changes to their original itinerary.

Car and Equipment renters looking to take advantage of Hertz's Gulf Coast Customer Care Center can visit the company online at [www.hertz.com/gulfhelphelp](http://www.hertz.com/gulfhelphelp) or call toll-free 1-888-932-7259.

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc. (NYSE: HTZ), is the world's largest general use car rental brand, operating from approximately 8,200 locations in 146 countries worldwide. Hertz is the number one airport car rental brand in the U.S. and at 81 major airports in Europe, operating both corporate and licensee locations in cities and airports in North America, Europe, Latin America, Asia, Australia and New Zealand. In addition, the Company has licensee locations in cities and airports in Africa and the Middle East. Product and service initiatives such as Hertz #1 Club Gold(R), NeverLost(R) customized, onboard navigation systems, SIRIUS XM Satellite Radio, and unique cars and SUVs offered through the Company's Prestige, Fun and Green Collections, set Hertz apart from the competition. Connect by Hertz, Hertz's global car club, operates in Berlin, London, Madrid, New York City and Paris. Hertz also operates one of the world's largest equipment rental businesses, Hertz Equipment Rental Corporation, offering a diverse line of equipment, including tools and supplies, as well as new and used equipment for sale, to customers ranging from major industrial companies to local contractors and consumers from approximately 325 branches in the United States, Canada, China, France and Spain.

SOURCE: The Hertz Corporation

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