

Connect by Hertz Cruises Into Hoboken, NJ

Car Sharing Company Expands to Power Hoboken's New Corner Car Program, Offers Convenient Transportation Option to Residents

PARK RIDGE, NJ, Jun 16, 2010 (MARKETWIRE via COMTEX) --Connect by Hertz, Hertz's (NYSE: HTZ) global car sharing club, announced it is adding Hoboken, NJ to its list of more than 200 U.S. and international locations that provide members an economical, convenient and socially conscious alternative to car ownership. The expansion also marks the country's first citywide public-private partnership between a municipality and a car sharing company, as Connect by Hertz was selected as the exclusive supplier for Hoboken's Corner Cars program.

"Connect by Hertz shares the City of Hoboken's commitment to the Corner Car program, and providing a convenient and cost efficient transportation option," said Robert Stuart, Senior Vice President of Global Sales at Hertz. "With more municipalities and organizations moving toward car sharing, Connect by Hertz is dedicated to providing the best in class technology, service and amenities to meet members' needs."

The Corner Cars program is designed to provide Hoboken residents the convenience of having access to both a car and a reserved parking space in their neighborhood. For the first phase of the roll out, Connect by Hertz will place 40 vehicles, including Smart Cars, Toyota Prius, Volvo C30, and the MINI Cooper, in 20 different Corner Car locations spread across the city (full list follows). As the program expands, cars will continue to be placed in additional areas, with the goal of serving 100 percent of the community, improving convenience and removing even more cars from the street.

"Connect by Hertz will help the city provide a reliable transportation option and play an important role in addressing the challenging parking situation in Hoboken," said City of Hoboken Mayor Dawn Zimmer. "Now, residents can simply click, book and drive, knowing their space will be waiting when they return."

Through June 2012, Connect by Hertz is offering 2 years of membership for free (\$25 application fee applies) and is providing a \$75 driving credit when using the code: Hoboken at time of enrollment. Residents who surrender a Hoboken parking permit at the Hoboken Parking Utility will be provided with a special promotion code for a \$100 driving credit in addition to the free membership (the two offers cannot be combined). Connect Membership also includes insurance, fuel, roadside assistance, maintenance and cleaning. Once enrolled, members receive a smart chip enabled Connect Card, which gives them 24/7 keyless entry to any car in the fleet that they reserve. Members also have the option to reserve and use vehicles in other Connect by Hertz locations, including nearby New York City and Park Ridge, NJ as well as Connect's international locations.

Since its launch in December 2008, Connect by Hertz has formed successful partnerships with a number of companies, organizations and universities around the world including Marriott International, USAA, Ohio State University, Pepperdine University and University of North Carolina. For more information, visit www.connectbyhertz.com.

Hoboken Corner Car Locations:

Avenue	Cross Street	Ward
1. Clinton Street	Newark Street	First
2. Vezetti Way	East & West ends	First
3. Hudson Street	15th Street	Second
4. Garden Street	11th Street	Fifth
5. Hudson Street	11th Street	Second
6. Monroe Street	8th Street	Third
7. Adams Street	8th Street	Third
8. Jefferson Street	4th Street	Third

9. Clinton Street	7th Street	Third/Sixth
10. Harrison Street	2nd Street	Fourth
11. Jefferson Street	1st Street	Fourth
12. Adams Street	2nd Street	Fourth
13. Jackson Street	4th Street	Fourth
14. Grand Street	12th Street	Fifth
15. Madison Street	10th Street	Fifth
16. Willow Avenue	10th Street	Fifth
17. Clinton Street	9th Street	Third/Fifth
18. Garden Street	8th Street	Fifth/Sixth
19. Park Street	6th Street	Sixth
20. Clinton Street	4th Street	Third/Sixth
21. Bloomfield Street	4th Street	Sixth

About Connect by Hertz Connect by Hertz, The Hertz Corporation's (NYSE: HTZ) global car sharing club, has more than 650 vehicles, 16,000 members and more than 200 locations worldwide, including corporate offices and universities. Connect by Hertz offers vehicles in the Personal, Social and Jet Set Collections; all are available for online reservation at competitive rates. All cars are equipped with Eileo(R) technology, and benefits covered by the hourly rate include gas, insurance, GPS turn-by-turn navigation, 24/7 roadside assistance, 24-hour Member Care Center communication, and 180 free miles per day. For more information, visit www.connectbyhertz.com.

SOURCE: The Hertz Corporation

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