

## **Hertz Rent2Buy Brings Car Listings to AutoTrader.com**

### **Innovative Used Vehicle Program Comes to AutoTrader.com's 15 Million Monthly In-Market Shoppers**

PARK RIDGE, NJ, Jun 11, 2010 (MARKETWIRE via COMTEX) --Hertz Rent2Buy, The Hertz Corporation's (NYSE: HTZ) online car sales program, has partnered with AutoTrader.com, the ultimate automotive marketplace, to bring Hertz's range of used vehicles to the Internet's leading online classifieds site. This program provides the over 15 million monthly AutoTrader.com website visitors access to the Hertz Rent2Buy inventory.

Hertz Rent2Buy simplifies the used car buying experience, selling quality, well-appointed vehicles directly to consumers from Hertz's nationwide fleet of rental cars, trucks and SUVs. Hertz is able to offer these well-equipped used vehicles at prices often well under traditional retail values. By featuring its inventory on AutoTrader.com, Hertz Rent2Buy provides vehicle shoppers a way to easily search for their desired used vehicle.

"In extending our availability of Rent2Buy cars to online car shoppers and specifically to AutoTrader.com customers, this partnership adds another outlet for Hertz customers to search for their next vehicle," said Mark P. Frissora, Hertz Chairman and Chief Executive Officer.

"AutoTrader.com is a trusted site for online car shoppers and we are proud to have them as one of our listings outlets."

In the first phase of this program, more than 3,000 vehicles at about 2,500 Hertz locations in 20 states will be available to AutoTrader.com site visitors. AutoTrader.com site visitors interested in one of these cars will have access to Hertz's unique 3-Day Test Rental. The program gives buyers the opportunity to rent the Hertz car they are considering for three days. During the rental period, the buyer can drive the vehicle under real-world conditions and get it inspected by an independent mechanic. Rental fees for 3-Day Test Rentals vary depending on model; if the customer proceeds with the purchase of the vehicle, the rental charges are waived.

Customers who are interested in a Hertz vehicle can search for cars on AutoTrader.com. Should a customer find a Hertz car that he or she is interested in buying; the AutoTrader.com listing for the vehicle will provide a link to Hertz Rent2Buy's Web site, where the customer can complete a reservation for a test rental of the vehicle. If they like the vehicle, they can go back to the Hertz Rent2Buy website and indicate their decision to purchase it. A simple sales process will follow.

"Hertz's Rent2Buy program provides a unique option for consumers searching for a previously-owned car, truck or SUV," said AutoTrader.com President and CEO Chip Perry. "By partnering with AutoTrader.com, Hertz will be able to reach the largest nationwide audience of in-market car buyers anywhere in the US."

Hertz Rent2Buy vehicles can have between 12,000 and 50,000 miles and many are still under original factory warranty. Hertz also offers financing solutions for almost every budget, and backs every vehicle with a 60-Day/2,000 mile Limited Warranty or such other warranty as is required by law. Optional vehicle protection plans can be purchased for additional assurance with coverage options of up to seven years or 100,000 miles.

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location millions of new cars, used cars and certified pre-owned cars from thousands of auto dealers and private owners. The site attracts about 15 million unique monthly visitors. Through innovative merchandising functionality such as multiple photos, videos, detailed descriptions and comprehensive research and compare tools, AutoTrader.com unites new and used car buyers and sellers online to improving the way people research, locate and advertise vehicles. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit [www.autotrader.com](http://www.autotrader.com).

### About The Hertz Corporation

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc., 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 78 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. The Company also operates the global car sharing club, Connect by Hertz, in New York City, Berlin, London, Madrid and Paris. And, the Company sells used, quality cars directly to consumers through [www.hertzrent2buy.com](http://www.hertzrent2buy.com). Additionally, Hertz 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.

For a Hertz Rent2Buy reservation, visit [www.hertzrent2buy.com](http://www.hertzrent2buy.com). To make traditional car rental reservations or for more information, customers can call their travel agent, or call Hertz toll-free at 1-800-654-3131. Information and reservations for traditional car rentals are also available on the web at [www.hertz.com](http://www.hertz.com). For information on Hertz Equipment Rental, visit the company on the web at [www.hertzequip.com](http://www.hertzequip.com).

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