

Hertz Joins Up With CARSTAR on 2010 Super'Stang Muscle Tour

Hertz Donates Limited-Edition 2007 Ford Shelby GT-H Mustang to National Car Enthusiast Tour

PARK RIDGE, NJ, Jun 02, 2010 (MARKETWIRE via COMTEX) --The Hertz Corporation (NYSE: HTZ) announced today it will join CARSTAR, the largest group of branded collision repair centers in North America, to promote the 2010 CARSTAR Super'Stang Muscle Tour. As part of the partnership, Hertz donated a limited edition 2007 Shelby GT-H Mustang convertible -- produced by Carroll Shelby exclusively for Hertz -- which will accompany CARSTAR's rebuilt 1967 'Super'Stang' on the tour. At the conclusion of the tour, CARSTAR will hold an online sweepstakes where one lucky enthusiast will win the GT-H that was donated by Hertz.

"By joining CARSTAR and its Super'Stang tour, Hertz is able to reach out to consumers in the local market, showcasing Hertz's diversified fleet and the excitement you experience when driving one of the cars in Hertz's Fun Collection. The Hertz Fun Collection is a great way to add something special to one's journey and what better way to make a statement than arriving at a destination in a fun, sporty car," said Robert Stuart, Hertz Senior Vice President, Global Sales.

In 1966, The Hertz Corporation and Carroll Shelby produced 1,000 Shelby Mustangs, making the high-performance, special-edition car available for rent. To celebrate the 40th anniversary, in 2006, Hertz introduced the Shelby GT-H Mustang hardtop and, in 2007, a convertible was introduced. 500 GT-H Mustang hardtops and 500 convertibles were produced by Shelby to be showcase cars of the Hertz Fun Collection -- a unique line of fun, sporty cars that can turn a regular car rental into an exciting driving experience. The CARSTAR Super'Stang is the recreation of a unique 1967 Shelby Super'Stang Mustang created by the Ford Motor Company but never marketed to the public. Jeff Yerkovich, owner of R&A Motorsports, the country's leading restorer of Shelby Mustangs, oversaw and supported the renovation of the vehicle.

Car enthusiasts are encouraged to visit the tour stops to view Hertz's and CARSTAR's unique, one-of-a-kind Mustangs. Throughout the tour, Hertz will host a Twitter Picture Contest where attendees can tweet pictures in front of the Shelby GT-H to be entered into a contest to win a free weekend rental from their local Hertz branch.*

The tour kicked off at the Shelby Fest in Herman, MO, and will make appearances at automobile shows and community events across the country, including:

- JUNE 12: CARSTAR Soap it Up Denver, CO
- JULY 15: CARSTAR Golf Tournament Seattle, WA
- AUGUST 9: Northwest Indiana CARSTAR Golf Tournament, IN
- AUGUST 20: Gateway Grizzlies Baseball Game, St. Louis, MO
- SEPTEMBER 9: Connecticut CARSTAR Golf Tournament, Bristol, CT
- SEPTEMBER 12-14: CARSTAR National Conference Hot Springs, VA
- SEPTEMBER 19: Olde Town Days Gaithersburg, MD
- SEPTEMBER 24: Liberty Fall Festival, Liberty, MO

For more information on the CARSTAR Super'Stang Muscle Tour, visit www.carstar.com/superstang.aspx

* One winner per event

ABOUT THE HERTZ CORPORATION 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 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. 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.

To make 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 are also available on the web at www.hertz.com. For information on Hertz Equipment Rental, visit the company on the web at www.hertzequip.com.

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