

Hertz Extends Wimbledon Partnership as Official Transport Provider to The Championships

Hertz Signs Contract to Support Prestigious Tennis Sporting Event for Next Five Years

PARK RIDGE, NJ, Jun 01, 2010 (MARKETWIRE via COMTEX) --Hertz Global Holdings, Inc. (NYSE: HTZ) today announced it has renewed its official supplier association with The Wimbledon Lawn Tennis Championships for the next five years, marking its 16th consecutive year of the partnership. As the official transport provider to The Championships, Hertz cars will transport renowned tennis coaches and world-class tennis stars such as Federer, Murray and the Williams sisters to meet their fate in front of tennis fans across the world.

A team of 300 drivers will be operating the fleet during The Championships, with an additional 37 controllers managing the internal systems. The 2010 fleet will feature 164 Ford cars made up of a luxurious Ford Galaxy, contemporary Ford Kuga and the new redesigned SMax. The transport operation will also run 2 luxury coaches for the first week of The Championships to carry VIPs from Central London to the AELTC grounds.

Mark P. Frissora, Hertz's Chairman and Chief Executive Officer, commenting on the extended contract, said: "We are delighted to be extending our role as Wimbledon's official supplier of transportation for the next five years. Our fifteen year partnership with The Wimbledon association is hugely important to Hertz and we look forward to literally 'driving the Championships' by giving guests a memorable journey."

Ian Ritchie, Chief Executive, All England Lawn Tennis Club, added: "We're delighted that Hertz has renewed its support of The Championships to be the official transportation provider for the next five years. With brand values that are synonymous with ours, we look forward to driving awareness of the partnership to enhance the overall customer experience."

At the 2009 Wimbledon Tennis Championships alone, Hertz vehicles completed 15,822 journeys, carrying a total of 30,551 passengers. The total mileage travelled by all of the cars was 228,736 miles -- the equivalent of driving nine times around the earth. Hertz will also be rolling out a fresh new livery featuring the customized strap-line "Driving The Championships" to support the tournament.

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc. (NYSE: HTZ), is the world's largest general use airport 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, Australia and New Zealand. In addition, the Company has licensee locations in cities and airports in Africa, Asia, and the Middle East. Product and service initiatives such as Hertz #1 Club Gold(R), Never Lost(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. In addition, 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.

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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