

Hertz to Help MotoGP Keep on Track at 2010 World Championship for Motorcycling

Hertz and MotoGP Rights Holders Dorna Sports Sign One Year Contract to Provide Car and Equipment Rental Services for Premier Motorcycle Racing World Championship

PARK RIDGE, NJ, May 26, 2010 (MARKETWIRE via COMTEX) --The Hertz Corporation (NYSE: HTZ) has been named as the "MotoGP Rental Services Provider" for the 2010 FIM MotoGP World Championship. MotoGP (www.motogp.com) is the premier motorcycle racing world championship; an eighteen-race series visiting fourteen countries, four continents and with pan-global television coverage. The one year deal will see Hertz Corporation provide Dorna Sports, the event rights holder, with a range of car, power generation and temperature control rental services during the international race circuit, which began in April.

Established as a world championship by the FIM (Federation Internationale de Motocyclisme) in 1949, MotoGP is now into its 62nd year. It is the oldest motorsports championship in the world and features the most technologically advanced, high-speed racing machinery ridden by the most fearless and skilful motorcyclists on the planet.

The organizers of MotoGP will benefit from the rental of Hertz cars, as well as the services of the Hertz Equipment Rental company Hertz Energy Services (HES), which provides portable power and temperature control solutions for sports events, concerts, festivals, industries and power companies. HES will supply generators to be used in the MotoGP Paddock, and climate equipment and systems for the VIP Village.

The partnership with Hertz will ensure the smooth running of the 2010 FIM MotoGP World Championship, with a number of services being supplied at the same time for the travelling event.

Gerry Plescia, Executive Vice President, and Vice President, Hertz Equipment Rental (HERC), said: "Hertz is the only provider of both car and equipment rental, and is able to offer a full multiservice solution for MotoGP, the pinnacle of motorcycle racing. Whether it's keeping VIPs cool in the event village or supplying rental cars, Hertz will be there to help MotoGP operate flawlessly as the world's most skilled riders take to the track in venues across the globe."

Michel Taride, Executive Vice President, Hertz Corporation and President of Hertz International, added: "MotoGP is one of the most exciting and adrenaline-filled events in the sporting calendar and Hertz is delighted to have signed this one year deal with Dorna Sports. As a global organization we are able to service the event as it travels around the world, and we hope this is the start of an exciting long-term partnership with Dorna and MotoGP."

Pau Serracanta, Managing Director of Dorna Sports, said: "The fact that a multinational company such as Hertz views MotoGP as a perfect platform on which to promote its services on a global scale is fantastic for the World Championship. Hertz fits perfectly into the profile of what is required to ensure that MotoGP operates perfectly, especially with the amount of travelling and international organizations involved. The effectiveness of how this comes together is central to making the World Championship a success and to be able to rely on Hertz is hugely beneficial for Dorna and MotoGP."

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), 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. 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.

SOURCE: The Hertz Corporation

<https://ir.hertz.com/press-releases?item=556>