



Living JourneyTM

SUSTAINABILITY 2012



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Hertz[®]



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AT HERTZ, SUSTAINABILITY IS DRIVEN BY A GLOBAL VISION WE CALL **LIVING JOURNEY.**

It's our commitment to deliver smart mobility and sustainability solutions at work, in the community and on the road.



SMART MOBILITY

Hertz is committed to providing customers vehicle rental options that are fuel efficient and use clean, low-emissions technology such as Electric Vehicles (EVs) and hybrids.



ENVIRONMENT

Hertz is committed to minimizing its environmental footprint and operating costs through efficiency improvements, resource management and renewable energy production.



COMMUNITY

Hertz is committed to enhancing the communities it serves by giving back through philanthropic and volunteer efforts.



HERTZ SUSTAINABILITY



28+ MPG

74% of Hertz
car rental fleet
avg **28+ MPG**



3 continents
with electric
vehicles available



2,500,000 kWh
of solar energy
produced annually



63,000 IT units
recycled since 2005

RESULTS AT A GLANCE



50% increase
in recycling at
Hertz headquarters
in 2012



45,000 trees
saved via paper
recycling in 2012



4,000,000 kWh
saved via energy
efficiency improvements
in 2012



**9 Habitat for
Humanity homes**
built by Hertz employees



Smart Mobility

Hertz is working to make smart, sustainable mobility a viable, global reality by giving customers and communities access to greener cars and on demand rental options.

Smart Mobility

Providing Smart Mobility rental choices which are fuel-efficient and use clean, low-emissions technology is part of Hertz' sustainability roadmap to reduce driving related environmental impacts, provide customer value and manage our business sustainably.

As one of the world's largest car rental companies, Hertz is uniquely positioned to provide customers with a firsthand experience driving clean-technology vehicles that are energy-efficient and low-emission. Hertz believes that progressing sustainable mobility requires global and convenient access to clean technology vehicles, such as EVs, hybrids and clean diesel. Our goal is to help demystify and breakdown consumer barriers around low-emission vehicles by providing customers firsthand experience test driving greener cars.

Hertz' Fuel Efficient Rental Fleet (U.S.)

- **74%** of vehicles avg **28+ MPG** (hwy)
- **57%** of vehicles avg **32+ MPG** (hwy)
- Over 100 **28+ MPG** vehicle models available

74% of Hertz
Fleet averages
28+ MPG

Fuel-Efficient Fleet (U.S.)

Hertz has one of the most fuel-efficient fleets in the rental industry, with 74% of the vehicles averaging 28 MPG (hwy) or better and 57% averaging over 32 MPG. In an effort to help renters find our most fuel-efficient vehicles, these cars are designated with a green leaf on Hertz.com, which denotes 28+ MPG (hwy) on 2010 and later models.



Hertz Green Traveler Collection

The Green Traveler Collection is Hertz' car class dedicated to fuel-efficient and alternative fuel vehicles, all of which average better than 48+ MPG. This collection offers customers significant fuel savings and lower emissions cars compared to lower-MPG vehicles.



Green Traveler Collection - Low Emission and Alternative Fuel Vehicles

- Hybrids
- Electric Vehicles
- CNG (compressed natural gas)
- Clean Diesel
- 48+ average MPG for the collection



Alternative-Fuel and Efficient Vehicles/Buses

As part of Hertz' commitment to energy-efficient and cost-effective transportation we're exploring a range of cars and buses that use alternative fuels and technology, such as hybrids, EVs, clean diesel and compressed natural gas (CNG) vehicles.



CNG Bus Los Angeles, CA





Electric Vehicles

The Hertz EV program has grown from a vision to a market reality with EVs available in more than ten cities and on three continents. Hertz offers a diverse fleet of EVs from manufacturers such as Nissan, General Motors and Tesla.

As part of our strategy to increase EV utilization, Hertz has formed partnerships with automakers, charging-station providers, municipalities, nongovernmental organizations, corporations and other stakeholders to promote electric options and infrastructure development.

EVs are available through Hertz car rental, business-to-business, at universities and on an hourly or daily basis, through Hertz On Demand. Hertz also offers EVs and electric scooters at select European Hertz locations.

Compressed Natural Gas (CNG) Vehicles and Buses

CNG vehicles have the same power and speed as gasoline-powered vehicles, but they cost less to fuel and produce significantly lower greenhouse gas emissions. CNG vehicles are available at select U.S. locations through Hertz On Demand. We also use CNG buses at Los Angeles International Airport.

Plug-in Vehicles

Plug-in hybrid electric vehicles (PHEVs) are hybrids that utilize a rechargeable battery powered by electricity. While in EV mode, no driving emissions are produced. PHEVs help eliminate "range anxiety" that can be associated with EVs since the gas power acts as a backup when the electric power is depleted.



Clean Diesel

New models of diesel vehicles provide improved fuel economy and more power compared to many traditional gasoline vehicles. According to the U.S. EPA, diesel cars of comparable engine size are about 30-35% more fuel efficient than their gas counterparts. Diesels are required to meet the same emissions standards as gasoline vehicles and new clean diesel fuels, such as ultra-low sulfur fuel, and advanced emissions controls have helped reduce smog-related pollution seen in older diesel models.



Hertz On Demand®

Hertz On Demand rentals give members immediate access to fuel efficient rental cars by the hour, by the day and for one-way trips.



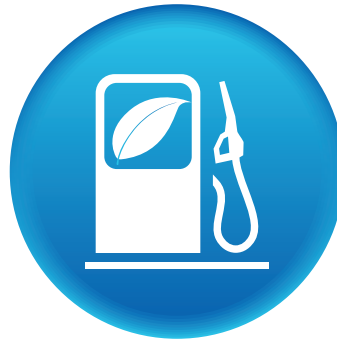
On Demand Sustainability Benefits

Innovation, convenience and sustainable technology are at the core of Hertz' Smart Mobility efforts. Hertz On Demand, delivers on these principles by providing immediate, 24/7 access to fuel-efficient and clean-technology rentals at more than 800 pickup locations worldwide.



Right-Sized Green Vehicles

Large or small, Hertz On Demand provides green vehicle options to meet any transport need. Choose from a vast range of hybrids, hybrid SUVs, clean diesel and electric vehicles.



Fuel efficient Vehicles

Hertz On Demand sources the newest and most energy-efficient models possible, which helps reduce driving emissions, fuel consumption and encourages sustainable technology development.



Water Efficiency

Hertz On Demand employs a waterless, nontoxic "green clean" process to conserve water and still meet Hertz' high-quality service standards. This ensures that cars are detailed properly, while conserving water and avoiding toxic cleaners.



Hertz Equipment Rental Corporation

The Hertz Equipment Rental fleet is one of the strongest in the industry, with product lines that include everything from small handheld tools to large earthmovers.



The Hertz Living Journey sustainability vision runs through our equipment operations the same way it does our car rental business. In addition to rent-a-car environmental initiatives, Hertz addresses areas specific to large equipment through provision of low-emission and fuel efficient technology options.

Low-Emission Equipment & Policies

All applicable Hertz equipment utilizes low-emission diesel engines, which reduces air-pollution emissions (particulate matter and NOx) by 90% versus older models.

Additionally, all appropriate equipment is fitted with automatic shutoff controls to minimize unnecessary idling. Hertz has a zero-tolerance idling policy for company vehicles, which further reduces fuel consumption and emissions production.

70% of Hertz' earthmoving equipment is powered by low-emission engines, 2012 models and newer.



Renting versus Owning

Renting equipment versus purchasing can provide environmental sustainability benefits for large corporate construction projects, DIY home improvement undertakings and everything in between.

- Renting allows for "rightsizing" the equipment to the job versus overusing large pieces for smaller jobs, thus saving on fuel, energy and repair costs
- Renting equipment that is rarely used saves natural resources required for equipment production
- Hertz rental equipment is maintained according to manufacturer specifications which extends the life and productivity of the equipment



Hertz Equipment Rental Corporation



Refurbished Water Truck

Equipment Maintenance and Refurbishment

Well-maintained equipment operates more efficiently and typically has a longer lifespan. All Hertz rental equipment is serviced per the manufacturer guidelines to ensure optimum performance and longevity. Hertz also refurbishes equipment when necessary, which can save significantly on raw material use and reduce emissions when engines are upgraded to more efficient models.

10
Equipment rental locations
produce solar power



Over 194,000
gallons
of used oil recycled
in 2012

Hertz Entertainment Services

Hertz Entertainment Services supplies equipment and car rental for large-scale events and productions. It provides low-emission equipment and fuel-efficient vehicles, such as hybrid cars/SUVs and electric vehicles, for movie productions, sporting events and everything in between.



Donlen - Fleet Leasing Management Company



Today more than ever, companies are focused on ways to reduce their impact on the environment. Donlen, a wholly owned subsidiary of The Hertz Corporation, shares companies' concerns about the environmental impacts of their fleet and supports them with proprietary tools and customized strategies to help reduce their impact.

Fleets for Change™

In 2010, Donlen launched Fleets for Change, the fleet industry's most robust fleet emissions database where companies can report and benchmark like assets. Utilizing Donlen resources and proprietary tools, Fleets for Change works with companies to reduce their fleet emissions. This award-winning benchmarking tool will help reduce commercial fleet greenhouse gas (GHG) emissions by 20% over five years. Today, Fleets for Change is the standard for commercial fleet carbon emissions benchmarking and reporting.

DriverPoint™ Telematics

Donlen's DriverPoint is a multi-faceted telematics program that includes GPS routing and reporting, online driver training, and driver behavior scorecards to help fleets meet environmental and cost reduction goals.

Ongoing reinforcement is key to managing and measuring individual and overall performance against company goals. Each month, fleet managers and their drivers receive a scorecard to help:

- Measure the impact of driver behavior on fuel economy
- Set goals and demonstrate results
- Help maintain driver interest and attention with ongoing monitoring
- Reinforce green driving behaviors to implement significant and lasting change





Environment

Environmental sustainability is integrated throughout Hertz' operations, from our car washes to the way we build our rental locations. It's part of how we do business, manage costs and reduce our environmental footprint.

Environmental Management

At Hertz, we believe environmental sustainability is critical to the success of our business, from an economic perspective and as a responsible employer and community partner. Hertz is continuously working to improve our sustainability best practices around energy efficiency, recycling and waste reduction and generation of renewable energy. In addition to Hertz' ongoing efforts, we're taking steps to improve our data collection, set global targets, engage suppliers and drive resource efficiency throughout the organization.

Fast Facts (U.S.):



63,000 IT units recycled, remarketed or donated since 2005



Hertz automatic car washes recycle 80% of wash water



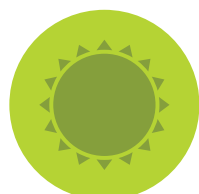
683,000 gallons of used oil recycled in 2012



45,000 trees saved via paper recycling in 2012



Hertz annual paper use reduced by 60% since 2006



Hertz will produce 2.5 million kilowatt hours (kWh) of solar energy annually



Renewable Energy

Hertz is committed to increasing its production of renewable energy and promoting clean energy technology development as a part of our energy management plan. Since 2010, Hertz has installed solar panel systems at 16 rental locations and head offices that will produce over 2,500,000 kWh of solar energy annually. We are continuing to expand our solar energy program as viable locations are identified.

Hertz has also installed display screens at all locations that generate solar power to help educate Hertz employees and customers about renewable energy. The screens show Hertz real-time solar energy production, solar fast facts and renewable energy educational content. In addition to digital displays, Hertz also gives employees tours of our solar panel systems to further promote and inform stakeholders about renewable energy.



Denver, CO. Airport



Hertz is an EPA Green Power Fortune 500 Partner.

Hertz solar panel systems will produce over **2.5 million** kWh of electricity annually, enough energy to power about 217 U.S. homes for a year.



Harrisburg, PA.

Energy Efficiency

Energy-efficiency improvements and setting global reduction targets are important short-term priorities of Hertz' sustainability plan. Here are just a few of the energy improvement initiatives Hertz is working on globally:

- Facility energy audits
- Lighting, automated controls and HVAC upgrades
- Building management systems controls
- Integrated data management system
- Data center energy improvements

Global energy efficiency upgrades in 2012 will save almost 4,000,000 kWh and 2,791 metric tons of CO2 annually.





Sustainable Buildings

Sustainable design and construction practices are incorporated across Hertz' facility upgrades and decommissioning projects. Hertz sustainable building guidelines help reduce negative impacts on the environment, improve the health and comfort of building occupants and improve overall building performance. Sustainable design principles include:

- Energy efficiency - LED or fluorescent lighting, solar glass, solar shades
- Water-use reduction - low-flow faucets and fixtures
- Energy Star rated equipment and appliances
- Low-emitting materials - finishes with low or no volatile organic compounds
- Recycled content finishes - porcelain tile, carpet tile, rubber flooring, wall covering
- Daylight and views - addition of glass to optimize natural light and outdoor views
- Native plantings - regional plants that are noninvasive and water-wise

LEED (Leadership in Energy and Environmental Design) Certification

Hertz applies U.S. Green Building Council's LEED standards to its major construction projects and will be pursuing LEED certification for new construction projects whenever financially viable. The Hertz Albany service location is currently under construction and will be our first U.S. location to achieve LEED certification. Features contributing to LEED status include:

- Sustainable site
- Optimized energy performance
- Energy-efficient lighting
- Water-saving fixtures
- Water-efficient landscaping
- Use of recyclable materials
- Use of regional materials
- Optimal indoor air quality
- Daylight optimization



Environmental Management Systems

Hertz employs ISO 14001 environmental management principles across its operations to help reduce negative environmental impacts, minimize waste, reduce costs and promote employee environmental education. Hertz European Service Center in Dublin is ISO 14001 certified and we will continue to explore certification opportunities across Hertz globally, including Heathrow Airport which is currently undergoing the certification process.



Work from Home

The Hertz reservation agent Work from Home program saves more than 830 metric tons of carbon and 93,000 gallons of gasoline annually.



Water Conservation

Managing one of the largest car rental fleets in the world and meeting customer satisfaction standards requires a significant amount of car washing. To minimize our water footprint:

- Hertz automatic car washes recycle 80% of water
- We use a waterless detailing process whenever possible, including all Hertz On Demand vehicles

Sustainable Purchasing

As part of Hertz' sustainable procurement selection process, we are working to procure materials that are recyclable and made from renewable and recycled materials. This also helps promote sustainability best practices throughout our supply chain. Examples of sustainable procurement:

- Car cleaning products are biodegradable, low VOC and are nontoxic
- Janitorial paper supplies are made from 100% recycled material and are EcoLogo or Green Seal certified

Paper Reduction

Hertz has implemented paper-reduction programs, such as printer consolidation, double-sided printing, e-forms and online office applications across our offices and rental locations.

- Since 2006, Hertz has reduced its U.S. paper use by 60%
- Hertz headquarter printer consolidation efforts have reduced desktop printers by 43% since 2011

IT Equipment Recycling

Since 2005, Hertz has contracted with an IT recycler which has zero landfill and zero export policies for the disposal of electronic and IT equipment. To date, this program has:

- Recycled, remarketed or donated more than 63,000 IT units (computers, monitors, etc.)
- Diverted 560 metric tons of equipment from landfills
- Cell phones and rechargeable batteries are recycled or donated to local non-profits





Waste Disposal and Recycling

To help minimize natural resource consumption and efficiently manage costs, Hertz prioritizes materials and goods that can be recycled and reused.

In 2012, Hertz U.S. operations recycled over **5.2 million** pounds of office paper. This has saved the equivalent of:

18.5 million
gallons of water

45,000
trees saved

Recycling at Hertz offices:

- Hertz cafeterias recycle a variety of paper and plastic, diverting thousands of tons of waste from landfills annually
- Recycling at Hertz world headquarters increased 50% and reduced waste disposal costs by 65% 2011 to 2012
- Hertz European Service Center recycles over 44% of office waste





Recycling at our U.S. rental locations:

- Hertz has a zero-landfill policy for its used tires and is the only U.S. car rental company to recycle all of its used tires. Annually, 160,000 tires will be diverted from landfills and used to make products such as playground equipment, roads and tire-derived fuel
- In Europe, Hertz recycled over 62,000 tires in 2012
- More than 683,000 gallons of used oil recycled in 2012, saving 6,770 metric tons of carbon emissions, equivalent to saving about 618,000 gallons of gasoline or growing 157,000 trees for 10 years
- More than 6,400 gallons of cleaning solvent recycled in 2012
- Hertz is currently rolling out a nationwide recycling program at its U.S. rental locations that will significantly reduce waste sent to landfills



160,000 tires will be recycled annually. Only U.S. car rental company with zero-landfill policy for used tires.





Community

Hertz strives to enhance the communities it serves by giving back through our volunteer and philanthropic programs.

Philanthropy

At Hertz, giving back to the communities where we work and live is important. Providing financial and service contributions are small ways we hope to provide lasting and meaningful assistance to our stakeholders. We are proud sponsors of the United Way®, American Red Cross®, Make-A-Wish Foundation®, National Multiple Sclerosis Society®, Habitat for Humanity® and numerous local organizations.



United Way®

Over the past 16 years, Hertz has proudly partnered with United Way to help advance the impact of their work. Through volunteerism and donations of over \$9.9 million since 1996, Hertz and United Way are working together to provide concrete solutions to critical community problems—with tangible results to improve the lives of our neighbors in need.



Corporate Angel Network®

Since 1997, Hertz has partnered with the Corporate Angel Network (CAN) to provide free flights to treatment for cancer patients using empty seats on corporate planes. Over the past 32 years, CAN has grown to include Hertz as well as more than 500 other participating corporations. To date, CAN has arranged over 42,000 flights to take cancer patients to critical and often life-saving treatments and currently provides between 250 and 300 patient flights each month—more than 3,000 a year. CAN has received numerous awards in recognition of its service to cancer patients, including the Volunteer Action Award, the highest volunteer award from the President of the United States.



Recycled Rides®

Recycled Rides is a community service project whereby members of the National Auto Body Council and member organizations, including Hertz, refurbish and donate vehicles to families and service organizations in need. Over 500 cars have been donated through the program to families in need, including five vehicles from Hertz.





Employee Volunteers

Hertz employees have a long-standing tradition of supporting local community organizations through their volunteer efforts.

Hertz in the Neighborhood, Hertz Headquarter Heroes and Hertz European Service Center Charities Committee are employee-driven programs that give back to the community through fund-raising and volunteer efforts to support nonprofit and philanthropic organizations.

Veteran Support *Hertz* FOR HEROES

Hertz for Heroes, a project initiated by Hertz employees with military backgrounds, launched in 2011 with the donation of 40,000 free rentals to veterans returning home from overseas. Hertz for Heroes has also partnered with the White House's Veteran's Hiring Initiative, Joining Forces. In support of Joining Forces, Hertz launched a military hiring portal, which allows veterans and their family members to apply for Hertz jobs across all company divisions. To date, Hertz has hired more than 300 veterans.

Natural Disaster Relief

From tornadoes to hurricanes, nature can be unpredictable and powerful. Hertz helps provide quick response and equipment to aid local recovery efforts after natural disasters. As a global provider of large equipment and car rental, we are well positioned to provide immediate response to natural disaster recovery efforts.

Hurricane Sandy disaster relief assistance in 2012 is just one example of how Hertz used its business assets and network to help communities. Hertz was able to quickly respond to clean-up efforts by providing donated materials, no-cost rentals and financial contributions to the American Red Cross and local food banks.



Here are just a few examples of Hertz community service and employee led volunteer initiatives.



Habitat for Humanity®

Hertz employees have helped build nine homes, including one for a Hertz team member.



Third Annual Make-A-Wish Foundation® Charity Golf Tournament

Hertz employees raised \$200,000 to benefit the Make-A-Wish Foundation.



Computers for developing foreign country education

Hertz European Service Center's IT team donated over 1,000 PCs to African schools.



Adopt A City Street - Oklahoma City

Employees pick up one mile of trash and recyclables along local Oklahoma City streets.



Food Bank donation

At the Regional Food Bank of Oklahoma City, Hertz employees filled and delivered enough food to prepare 18,946 meals.



Public Television Support

Hertz employees at a local Public Television Network telethon.



Hertz



Corporate Commitment

Hertz is working to integrate sustainability best practices throughout our global operations, partnerships and to continuously improve our global environmental performance.

There is no final destination that represents the end of Hertz' sustainability efforts. It's a process of continuous improvement and assessment. We celebrate our successes but recognize that there is more we can do, and we are always looking to improve our processes, engagement, measurement and transparency.

Sustainability Governance

The Hertz corporate sustainability strategic framework is managed by a cross-functional team comprised of senior management reporting to the CEO and sustainability-specific team members responsible for Hertz sustainability outcomes. Hertz sustainability planning and implementation are part of an evolving process of measurement, monitoring and management. Hertz is taking a phased approach that increases the breadth and scope of its sustainability efforts, data collection and goal setting on an ongoing basis.

Ethics and Policies

Doing the right thing in every aspect of our business is the expectation at Hertz, both in policy and practice. The Hertz Standards of Business Conduct and the Hertz Sustainability Policy outline the scope and standards of excellence we use to gauge our programs, decisions and interactions with stakeholders.

Workplace Engagement

Attracting and retaining top talent is more than a measure of our business success. It's a measure of who we are and what we value. Sustainability is one of the core employee experience values we focus our attention and resources on. Hertz is working to engage and build the capacity of every employee to be actively involved in our sustainability Living Journey initiatives through training, communication and toolkits.

Carbon Footprint Reporting

Hertz provides personalized sustainability reporting for its corporate customers to help companies manage and meet their green business travel objectives. This process includes detailed carbon emissions reporting based on rental history and customization of green fleet goals to help companies reduce fuel costs and expand use of alternative fuel vehicles. Hertz reports annually to the Carbon Disclosure Project (CDP).





Partnerships

Hertz is engaging with nonprofit and industry organizations to further our mutual sustainability goals to support sustainable transport, environmental conservation and community development. Through these partnerships, Hertz aims to increase the influence and effectiveness of our Living Journey sustainability program and provide long-lasting, positive impacts through our business endeavors.

Clinton Global Initiative Commitment to Action Global Electric Vehicle (EV) Access

The Clinton Global Initiative (CGI) convenes global leaders to create and implement innovative solutions to the world's most pressing challenges. At CGI's Annual Meeting in September 2010, Hertz announced its commitment to provide EV access on a global scale. Hertz is now a leading provider of EV mobility solutions, offering EVs and plug-in hybrid EVs in cities worldwide.

Waterkeeper® Alliance



Clean waterways are critical to a healthy environment, thriving communities and outdoor recreational activities. Waterkeeper Alliance is an advocacy organization dedicated to engaging communities in the protection of waterways worldwide. Hertz and the Waterkeeper Alliance are working together to connect communities to clean waterways and beaches through the development of mobile applications.





The Electric Drive Transportation Association is the preeminent U.S. trade association dedicated to advancing electric drive as a foundation for sustainable mobility. EDTA conducts public policy advocacy, education, industry networking and international conferences. As a board member of EDTA, Hertz is working with the Association to develop and enhance electric vehicle, policy and awareness building events.



GoElectricDrive, an educational initiative of EDTA, was established by leading automakers, utilities, battery and charging manufacturers to educate consumers, policymakers and key industry sectors on the benefits of plug-in electric vehicles (PEV) by addressing market and institutional barriers to mass market adoption. Hertz is actively working with GoElectricDrive to develop public-private partnerships in support of the electrification of transportation.



The US Green Building Council is dedicated to transforming the way buildings and communities are designed, built and operated. Hertz is proud to be a member of this non-profit organization as we work towards instituting consistent, transparent and high performance sustainable design and construction standards for facilities throughout our portfolio.

Awards 2012

- **Best Overall Car Rental Company** - Zagat's
- **Best Green Options** - Zagat's
- **Sustainable Innovation Award (Green Traveler Collection)** - Global Business Travel Association
- **Top Rated Car Rental Company** - Newsweek Green Rankings U.S. 500
- **Best Rental Car Company** - Executive Travel
- **Most Environmentally Friendly Car Rental Company** - Swedish Association of Green Motorists
- **Environmental Award** - Fleet News UK
- **Computerworld Honors Laureate for Economic Opportunity** - Donlen Fleets for Change
- **2012 Business Intelligence Solution from American Business Awards** - Donlen Driver Point

To learn more about Hertz Living Journey sustainability efforts, please visit www.HertzLivingJourney.com
Contact information: livingjourney@hertz.com



