

Hertz Equipment Rental Corporation Launches Equipment Assurance Warranty Program in the U.S.

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NAPLES, Fla., April 8, 2015 /PRNewswire/ -- Hertz Equipment Rental Corporation (HERC) (hertzequip.com), a subsidiary of The Hertz Corporation (NYSE: HTZ), has launched "Equipment Assurance," its equipment extended service plan program, in the U.S. in partnership with Warrantech, a subsidiary of AmTrust Financial Services, Inc.



"At Hertz Equipment Sales, our equipment is purchased from some of the most trusted names in the industry and all used equipment that we sell is available in HERC 'Ready to Work' condition and with a full service history. With Equipment Assurance, we have now established an extended service plan program for additional protection," said Robert G. Cowing, Division Vice President Sales, North America, Hertz Equipment Rental Corporation.

"In essence, our Equipment Assurance program provides extra peace of mind when buying used equipment if the unexpected occurs or parts need replacing."

Some of the major benefits of the Equipment Assurance program are:

- Coverage begins on first day of ownership (extended service plan must be purchased within two days of the equipment purchase)
- Multiple levels of coverage and terms for trucks and equipment
- Fast, quality service
- Nationwide network of authorized repair facilities

Equipment Assurance joins the company's HERC Ready Finance suite of "one stop shopping" solutions for equipment purchasing, leasing and financing.

To obtain a quote or to learn more about Equipment Assurance, customers can contact their local sales representative. Equipment Assurance is available to commercial customers only.

The used equipment for sale from HERC includes **earthmoving**, aerial, material handling, air **compressors**, **compaction**, **power generation** and trucks. Equipment for sale can be viewed online at www.hertzequip.com. The company also recently opened its first HERC Equipment Sales location in Orlando, Fla., a facility completely dedicated to the sale of used equipment.

About Hertz Equipment Rental Corporation

Hertz Equipment Rental Corporation (www.hertzequip.com) – a wholly owned subsidiary of The Hertz Corporation since 1965 - operates one of the world's largest equipment rental businesses, offering a diverse line of equipment and tools for rent and sale. Products include aerial manlifts, air compressors and tools, earthmoving equipment and power generators, forklifts and material handling equipment, pumps, and trucks and trailers. Hertz Equipment also offers programs and equipment through its customer programs for **Aerial**, **Energy**, **Entertainment**, **Government**, **HERC360 Fleet Management**, **Industrial Plants**, **National Accounts** and **Safety**. With approximately 350 locations in the United States, Canada, China, France, Spain, and Saudi Arabia as well as through international licensees, Hertz Equipment Rental offers daily, weekly, monthly and long-term rentals, tools and supplies, as well as new and used equipment for sale.

About Warrantech

Warrantech provides innovative extended service plans (ESPs) and warranty programs for retailers, dealers, distributors, and manufacturers in numerous consumer and automotive markets. Our company is focused on customer success through product innovation and unparalleled service excellence. Each of our products is developed with the customer in mind, to increase profitability, enhance market differentiation, and build long-term relationships.

Warrantech is a subsidiary of AmTrust Financial Services, a multinational property and casualty holding company that is rated "A" (Excellent) by A.M. Best Company for their financial strength and stability. An innovative, technology-driven company, AmTrust brings its financial strength to Warrantech, enabling it to offer a unique, bundled approach that includes both underwriting and administration. This creates complete transparency and visibility to information that enables customers to change and create plans that are both highly customized and profitable.

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