

# Hertz Equipment Rental Corporation Appoints Bruce Dressel as Chief Operating Officer

06/23/2015

ESTERO, Fla., June 23, 2015 /PRNewswire/ -- Hertz Global Holdings, Inc. (NYSE: HTZ) ("Hertz") today announced that its Hertz Equipment Rental Corporation ("HERC") subsidiary has named equipment rental industry veteran Bruce Dressel as Chief Operating Officer (COO) of HERC. Mr. Dressel, who will report to Larry Silber, HERC President and CEO, is a key addition to HERC's senior management team as it prepares to be separated from Hertz as a stand-alone company.



"We are pleased to welcome Bruce to the HERC senior leadership team," said Silber. "Bruce has proven experience growing businesses in the equipment rental industry. He's a catalyst for growth, and I am confident that his experience and leadership, together with our existing team, will help us realize our growth strategy as well as drive financial performance."

As COO of HERC, Mr. Dressel will focus on leading the sales and operations teams and driving growth in North America. He brings with him deep experience in the equipment rental industry and has more than 30 years in leadership and senior management roles. As President and CEO of Sunbelt Rentals, he grew the company from 24 to 195 locations during his tenure there. Following Sunbelt, Mr. Dressel was Chief Sales Officer for ADS, a provider of industry-leading equipment and logistics support solutions to the Department of Defense and federal agencies. Since 2013, Mr. Dressel has been consulting within the equipment rental industry.

"I'm very pleased to join HERC," Mr. Dressel said. "I look forward to working with the team to build a great future for the organization."

## About Hertz

Hertz operates the Hertz, Dollar, Thrifty and Firefly car rental brands in more than 10,300 corporate and licensee locations throughout approximately 145 countries in North America, Europe, Latin America, Asia, Australia, Africa, the Middle East and New Zealand. Hertz is the largest worldwide airport general use car rental company with more than 1,600 airport locations in the U.S. and more than 1,300 airport locations internationally. Product and service initiatives such as Hertz Gold Plus Rewards, NeverLost®, Carfirmations, Mobile Wi-Fi and unique vehicles offered through the Adrenaline, Dream, Green and Prestige Collections set Hertz apart from the competition. Additionally, Hertz owns the vehicle leasing and fleet management leader Donlen Corporation, operates the Hertz 24/7 hourly car rental business and sells vehicles through its Rent2Buy program. The Company also owns Hertz Equipment Rental Corporation ("HERC"), one of the largest equipment rental businesses with more than 350 locations worldwide offering a diverse line of equipment and tools for rent and sale. HERC primarily serves the construction, industrial, oil, gas, entertainment and government sectors. For more information about Hertz, visit: [www.hertz.com](http://www.hertz.com).

Logo - <http://photos.prnewswire.com/prnh/20130620/NY35609LOGO>

SOURCE Hertz Global Holdings, Inc.

For further information: For further information: Investor Relations: Leslie Hunziker, (239) 552-5700, [lhunziker@hertz.com](mailto:lhunziker@hertz.com); Media: William Masterson, (239) 552-5643, [wmasterson@hertz.com](mailto:wmasterson@hertz.com)

