

Our Vision

Hertz will be the global leader in mobility and equipment solutions.

Our Mission

Our Mission is to be the lowest cost, highest quality and most customer focused rental company in every market we serve, creating value for our shareholders. We will achieve our Vision and Mission by focusing on, and balancing, customer satisfaction, employee satisfaction, and asset management, with equal emphasis on efficiency and growth.

Our Values

P Passion & Professionalism
R Respect & Responsibility
I Innovation & Integrity
D Diversity & Discipline
E Excellence & Execution

Definition of Our Values

Passion - Wanting to win now

Professionalism - Using our skills and expertise effectively and collaborating seamlessly

Respect - Valuing the contributions of each other and our partners

Responsibility - Being accountable for our decisions and actions

Innovation - Using imagination and initiative to drive growth and efficiency

Integrity - Acting ethically, fairly, honestly and transparently

Diversity - Making our differences a competitive advantage

Discipline - Applying processes to set and achieve our goals

Excellence - High quality performance to produce outstanding results

Execution - Following through and delivering on our promises



Hertz
You make the journey

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