



**Hertz**<sup>®</sup>

2014 ISSUE 1  
hertz.com



# **FREEDOM** **ON WHEELS**

HERTZ HOLIDAYS NEWSLETTER



**SPECIAL**

**ROAD  
TRIPS IN  
AUSTRALIA**

with value  
vouchers  
for bigger  
savings!

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**Gold Plus Rewards**

Exclusive offers

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**We are the  
Most Awarded  
Car Rental Company  
in Asia**



TTG Travel Awards  
Travel Hall of Fame



ZAGAT 2013/14  
Best Overall Car Rental  
Company



Tripadvisor Travelers'  
Choice 2013  
Favourite Car Rental Brand



Flyertalk Awards 2013  
Best Rewards Program  
Outstanding Benefits



Women's Choice  
Award 2013  
America's Best Car  
Rental Services



Travel+Leisure 2013  
World's Best Awards  
Best Car Rental Agency



Frequent Business  
Traveler 2013  
Best Car Rental Agency



Executive Travel  
Magazine 2013  
Best Rental Car Company



Business Traveller  
Middle East Awards 2013  
Best Car Rental Company



2013 National Travel  
Industry Awards  
Best Car/Campervan  
Rental Operator



Toyota 86

# NEWS & UPDATES

**International News**

**Asia Pacific News**

## Hertz Reinvention Goes Global to become the Fastest, Easiest and Most Valued Car Rental brand



### Re-designs and re-invents on-site car rental experience

In a continued effort to streamline the rental experience and improve the way consumers rent cars, Hertz is re-designing, updating and unveiling its locations worldwide. Hertz unveils "Road Trip by Hertz" retail stations located on-site that allows travellers to access everything they would need for business or leisurely travel. Travellers now enjoy concierge style service inside Hertz's facilities with a streamlined rental experience that eliminates the need to wait in line, have access to an iPad station for researching local area information and to recharge their mobile devices, and can make use of printing and FedEx services on-site which add value to the experience, making it faster and easier.

Hertz has started unveiling modernized locations around the globe, which to-date include its rental facilities at San Diego and Shanghai Airports, its Marble Arch location in central London and its Melbourne, Australia headquarters,

with more transformations planned for additional airports and neighbourhood locations throughout the year.

The revamp has also made the Hertz locations more environmentally friendly, using LED and energy efficient lighting, solar power systems and solar outdoor lighting.

### All Hertz Vehicles are non-smoking



Travel with peace of mind knowing Hertz is committed to providing clean, safe cars.

## Dollar and Thrifty joins the Hertz Family

Hertz acquired the Dollar and Thrifty brands, which have approximately 1,410 corporate and franchise locations in 83 countries.



## Hertz appoints Optimus as GSA for international car rentals in Pakistan



Hertz appointed Optimus Limited as its General Sales Agent (GSA) to grow outbound car rentals from Pakistan to more than 8,800 Hertz locations in 150 countries. It is the first major car rental company to appoint an outbound representative in Pakistan. Optimus, Pakistan's market leader for domestic car rental operations, is the Hertz licensee in Pakistan, offering domestic car rental from nine locations in five main cities.

Optimus has established a new business unit to focus more on Hertz outbound car rentals, comprising a 24-by-7 international reservations team dedicated to servicing the travel trade, corporate market and direct customers.

## Best Car Rental Company in China

Hertz has received the title of "Best Car Rental Company" of the 9th China Outbound Tourism Ranking List, elaborated by Best Travel Media - a China leading travel trade media.

## Hertz introduces Toyota 86 and Prius models to Australia

Following the success of the Adrenaline Collection in the United States, Toyota 86 vehicles will be introduced to its airport and city locations in Sydney, Melbourne and Brisbane. Apart from that, new Toyota Prius Hybrid vehicles are also introduced into its Green Collection.

The comfortable Toyota Prius can be powered by electricity, petrol or a combination of both and are now available to rent from city and airport locations in Sydney, Melbourne, Brisbane, Canberra and Perth.

## Hertz Singapore Goes Green with New "Green Traveler Collection"



Hertz Singapore will be the first location in Asia to offer the "Green Traveler Collection", which consists of a range of fuel-efficient vehicles to environmentally conscious travellers along with the ability to reserve their cars by make and model.

The "Green Traveler Collection" offers eco-friendly models carefully selected to meet stringent CO<sup>2</sup> emissions level. Introductory models include Peugeot 208, Peugeot 308 and Peugeot 508.

Hertz customers stand to enjoy fuel

savings with diesel-powered vehicles offering almost double the fuel economy of a similar petrol-powered vehicle, while also reducing their carbon footprint.

The reservable "Green Traveler Collection" vehicles will soon be joined by the luxury Prestige Collection and the spacious Family Collection vehicles, which can also be reserved by make and model at airport and downtown locations. With these 3 collections, Hertz Singapore seeks to create ideal rental offerings for everyone.

## Visit Malaysia with Hertz

Enjoy self-drive with exciting events happening in Malaysia.

Formula 1 Petronas Malaysia Grand Prix 28-30 Mar 2014 - Watch adrenaline pumping action at one of the most

awesome tracks in the world. Don't miss this Hot! Hot! Hot! race at Sepang International Circuit.

1Malaysia Mega Sales Carnival, Jun-Sep 2014 - Enjoy a fantastic shopping experience with the 1Malaysia Mega Sale Carnival, also known as the "Mother of All Sales".



# ROAD TRIPS IN AUSTRALIA

## with the Cheekiemonkies

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There is something about self-driving while holidaying in Australia but it is tough to pinpoint it exactly. Is it the crisp air while cruising along the open highways? Is it the endless sea of green fields and animals dotting the picturesque landscape? Or is it the well-signed roads and relatively low traffic that makes driving a breeze?

Quite frankly, it is all of the above... and more. Because not only are self drive holidays a satisfying way to travel around a country, it is really freedom on wheels. No waiting for buses, grappling with bus routes or squeezing with everyone else on a crowded train. We get the flexibility of planning our own itinerary, take our own sweet time to explore places that are off the beaten tracks and basically, control our own adventure. And this especially holds true when I am travelling with 3 children in tow!

All we need to do is just get in the car and go. And go we did, in our previous 2 trips to Queensland and New South Wales in Australia.

I fitted the family into a Toyota Camry on our Queensland holiday, which provided ample boot space for all our luggage. For the New South Wales vacation though, we decided to up the ante and went for a MPV instead - a 7-seater Toyota Kluger. The thing about rental cars from Hertz is that they are one year old on the average and have undergone the most stringent of quality control checks, providing a peace of mind when you are travelling on the road with your loved ones. And how about self-driving in Australia you ask? Simply put, I adore it! The roads are relatively well-maintained and well-signed, with an added bonus of being extremely scenic as well.

And here is another reason why driving in Australia remained stress-free for me - Hertz NeverLost® GPS Navigation System, which provides voice and visual prompts to guide me from my current location to my destination, effectively eliminating the stress of having to find my way on unfamiliar roads.

I had relied on maps - those hard-copy, paper ones

“ With the **NeverLost®** as my guide, it totally took the stress out of my driving! ”

- Kelvin Ang  
Singaporean Family/Lifestyle Blogger  
www.cheekiemonkie.net

- back in 2009 on one of our road trips in Australia. And we got lost. Faced with the prospect of fast-disappearing daylight, I turned on the 3G on my phone and sought help from the maps app. We finally did make our way to Lillydale before night fell, but it came with a price - \$350 (!!!) worth of data roaming charges to be exact.

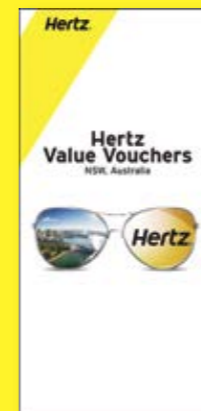
So with the NeverLost as my guide, it totally took the anxiety out of my driving and the need to hunt for street signs, ask for directions, fiddle with maps or worse - pay mind-numbing 3G charges. Oh, and of course having the added benefit of reaching our destination safely and with ample time to spare for the monkies to enjoy the sights and sounds of our destination.

Even up to now, I still miss driving in Australia terribly and I have to admit - part of me yearns to take another holiday in Australia again just so that I can drive on its roads once more. And since along with self-driving in Australia comes freedom, convenience and cost-saving, I reckon my family might just agree with me!

A final tip in making that car rental booking: making your reservation before departure. This way, you can secure the car of your choice at the location, date and time you need it, and at the best deals!

### Save more on your Road Trips in Australia!

Enjoy these vouchers with valuable savings at popular tourist attractions! Simply quote **"HERTZVALUE"** when booking and present your Hertz keys with the vouchers of your choice to redeem the offers.



New South Wales



Victoria

Check out other useful Hertz products



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# Drive Easy with Hertz's value-adds!

Drive with Hertz and enjoy our value-added products and services! Make your next self-drive a relaxed and hassle free one!



## Hertz NeverLost® GPS Travel with confidence

If you've ever been lost, or worried about finding your way to an unfamiliar destination, let the remarkable Hertz NeverLost® be your guide. With the in-car, mounted GPS from NeverLost®, you can easily keep your eyes on the road and your hands on the wheel while navigating.

Be sure to add Hertz NeverLost® to your next rental for a stress-free self-drive!

Hertz NeverLost® is currently available in USA, Canada, Europe, Australia and New Zealand.

## Hertz Mobile Wi-Fi Stay Connected

Stay connected on the go with Hertz mobile Wi-Fi! A pocket-sized device, Hertz Mobile Wi-Fi enables customers to enjoy fully 24/7 internet connectivity anywhere at your destination, in your car, at your hotel, or a cafe, where ever you like!

Now you can access Facebook, Skype or Whatsapp and popular internet applications with our flexible and cost-effective mobile Wi-Fi packages.

Hertz Mobile Wi-Fi is currently available in the UK, Spain, the Canary Islands, Australia, New Zealand and Italy.

## Left or Right Hand Drive? Country Breakdown

Created specially for Asian drivers, this is an essential guide for frequent self-drive travellers. Scan the QR code below and access our online **Left and Right Hand Driving Matrix** to 50 popular destinations around the world!



Left and Right Hand Driving Matrix

### Hertz NeverLost®



Visit [hertz.com](http://hertz.com) for more information.

# How do you book ONLINE?

Renting a car has never been easier. Log on to [hertz.com](http://hertz.com) and you'll have all the information you need to get you started. In 4 easy steps, you can enter your travel itinerary, choose your desired car type and receive an instant confirmation. It's that easy!

At [hertz.com](http://hertz.com), you'll also find special offers, vehicle information, additional services, driving tips and more! Traditional Chinese is now available for Hong Kong and Taiwan residents.



## BEFORE YOU BEGIN

Make sure your country of residence is correct.



## STEP 1

### Plan your itinerary

Enter your desired car pickup and return locations, rental dates and discount code (if any).



## STEP 2

### Choose Car

Choose the car that matches your requirements - number of passengers, suitcases, etc.



## STEP 3

### Choose Extras

Choose optional services to enhance your driving experience.



## STEP 4

### Review & Book

Enter your personal details including your frequent flyer membership number to earn frequent flyer miles!



## CONFIRMATION

Your booking is confirmed instantly! Print out the page for your record.

# Why Book Hertz?

- ✓ **Young Fleet**  
With low mileage and reliable performance, our range of latest model cars will make every journey a smooth and safe one.
- ✓ **Wide range of cars**  
Choose from a wide fleet of modern cars from sedans to MPVs, SUVs and Convertibles to suit your every need.
- ✓ **Rent-It-Here, Leave-It-There**  
With a strong network, you can enjoy the convenience, flexibility and freedom to rent a car from one location and return it at another.
- ✓ **24-Hour Roadside Assistance**  
Drive with peace of mind. Whenever and wherever you are in trouble with your car, we'll get you going as fast as possible.
- ✓ **Earn Mileage Reward**  
Earn Frequent Flyer Miles with over 70 airlines worldwide for every qualifying rental.
- ✓ **Complimentary Hertz Gold Plus Rewards Membership**  
The first class in car rental. Process reservation faster than before. No long queues. No unnecessary paperwork. Skip the bad weather.
- ✓ **Award Winning Hertz NeverLost® GPS**  
Drive with confidence, no matter where you are. No more fumbling with maps, searching for street signs and asking for directions. There is less wasted travel time and gives you a complete peace of mind.

# Hertz Goes Mobile

Need to book a car while on the move? No worries, you can now access Hertz on your smartphones through our new mobile application or mobile website [hertz.com](http://hertz.com) anytime, anywhere you want. Hertz Mobile App is available in English, Chinese, Japanese, Korean and more. Go to [www.hertz.com/app](http://www.hertz.com/app) for a free download now!

With the Hertz Mobile App, you can quickly:

- Reserve a car
- Change your reservation
- Search for nearby Hertz locations
- Take advantage of special offers



Available on:

# Gold Plus Rewards

The fastest, easiest, most rewarding way to rent

Take advantage of your free membership today at [www.hertz.com/goldcorp/asia](http://www.hertz.com/goldcorp/asia)

- ✓ The first class car rental service at over 3,000 locations worldwide
- ✓ Process reservation faster than before
- ✓ No long queues, no unnecessary paperwork
- ✓ Skip the bad weather
- ✓ Rich member benefits and exclusive member offers



## Existing #1 Club Members

Login to your profile account today for a **FREE** upgrade to Hertz Gold Plus Rewards and follow these steps:

1. Have a credit card on hand
2. Go to [www.hertz.com](http://www.hertz.com)
3. Login to your account
4. Select the "Upgrade to Gold" link under Profile Summary
5. Complete the Hertz Gold enrolment form

\*Hertz Gold Plus Rewards is currently available to residents in Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Laos, Macau, Malaysia, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand and Vietnam.

### Hertz Gold Plus Rewards Offer

### Hertz Gold Plus Rewards Offer

### Hertz Gold Plus Rewards Offer

### Hertz Gold Plus Rewards Offer

### Hertz Gold Plus Rewards Offer

ASIA

**1 FREE DAY\***  
PC# 100505

**Terms & Conditions**  
Valid on Compact to Intermediate vehicles with minimum 3 days rental. Rate includes unlimited mileage. LDW (loss damage waiver) subject to excess but excludes tax, petrol, personal accident insurance, toll, drop off fees and other optional terms. Offer is valid at participating locations in Asia (excludes China and Japan). Gold Service is not yet available in Asia. Quote PC#100505 and your Hertz Gold Plus Rewards membership at time of booking.

AU/NZ

**1 FREE DAY\***  
PC# 194670

**Terms & Conditions**  
Valid on All Car Group vehicles with minimum 6 days rental. Quote PC# 194670 and your Hertz Gold Plus Rewards membership at time of booking.

AU/NZ

**A\$25/  
NZ\$25 OFF\***  
PC# 194666

**Terms & Conditions**  
Valid on All Car Group vehicles (exclude Prestige Collection) with minimum 4 days rental. Quote PC# 194666 and your Hertz Gold Plus Rewards membership at time of booking.

EUROPE

**1 FREE DAY\***  
PC# 194563

**Terms & Conditions**  
Valid on Mid-size and Above vehicles (Auto and Manual) with minimum 6 days rental. Participating locations in Belgium, Czech Republic, France, Germany, Italy, Luxembourg, Netherlands, Slovakia, Mainland Spain and UK. Quote PC# 194563 and your Hertz Gold Plus Rewards membership at time of booking.

USA/CA

**1 FREE DAY\***  
PC# 194530

**Terms & Conditions**  
Valid on All Car Group vehicles with minimum 6 days rental. Quote PC# 194530 and your Hertz Gold Plus Rewards membership at time of booking.

\* **Other Terms & Conditions:** Offers are valid at participating locations and for pickup on/before 31 December 2014 on Hertz Affordable Rates for self-drive rentals. Maximum one offer per rental and subject to availability. Offers have no cash value, and no other rates, discounts or promotions can be used concurrently. Offers apply to time and mileage charges only, and does not apply to taxes, fees and optional services. Hertz standard rental qualifications, rental periods and return restrictions in effect at time and place of rental as per applicable rate plan, terms and conditions apply. Hertz standard driver and credit qualifications for the rental locations apply. Standard blackout rates and minimum rental age apply. Reservations must be made at least 48 hours prior to departure. Hertz reserves the right to modify and/or cancel any offers without prior notice.

## 5 Easy Ways to Book Hertz

- 1 [www.hertz.com](http://www.hertz.com)
- 2 Hertz Mobile App
- 3 Your preferred travel agent
- 4 Email us!
- 5 Call us!



### DOMESTIC RENTALS

|                        |                                   |                                    |
|------------------------|-----------------------------------|------------------------------------|
| <b>Bangladesh</b>      | (88) 0171 156 6337                | reservations@hertzbangladesh.com   |
| <b>Brunei</b>          | (673) 872 6000                    | hertz@brunet.bn                    |
| <b>China</b>           | 400 921 1138                      | reschina@hertz.com                 |
| <b>Hong Kong</b>       | (852) 2525 1313                   | reserve@hertz.com.hk               |
| <b>India</b>           | (91) 22 44 22 2222                | ocr.booking@orixindia.com          |
| <b>Indonesia</b>       | -                                 | -                                  |
| <b>Japan</b>           | 0120 489882*<br>(81) 3 5408 5470  | admin-jp@hertz.com                 |
| <b>Malaysia</b>        | 1800 883 086*<br>(60) 3 7718 1266 | enquiry@hertz.simedarby.com        |
| <b>Pakistan</b>        | (92) 800 43789                    | reservations@optimus.com.pk        |
| <b>Philippines</b>     | (63) 2 887 6651                   | reservations@hertzphilippines.com  |
| <b>Singapore</b>       | 1800 734 4646*<br>(65) 6734 4646  | reservation.hertz@simedarby.com.sg |
| <b>South Korea</b>     | (82) 2 797 8000                   | hyuna.joo@kt.com                   |
| <b>Taiwan</b>          | -                                 | -                                  |
| <b>Thailand</b>        | (66) 2 266 4666                   | reserve@hertzthailand.com          |
| <b>Other Countries</b> | -                                 | -                                  |

### INTERNATIONAL RENTALS

|                                  |                                  |
|----------------------------------|----------------------------------|
| (65) 6370 3388                   | reserve@hertz.com                |
| (65) 6370 3388                   | reserve@hertz.com                |
| 400 921 1138                     | reschina@hertz.com               |
| (852) 2525 2838                  | reshertz@hertz-gsa.com.hk        |
| (91) 22 2921 0318                | hertz@discovertheworld.co.in     |
| (62) 21 521 2006                 | hertzgsa@discoverjkt.net         |
| 0120 489882*<br>(81) 3 5408 5470 | admin-jp@hertz.com               |
| (60) 3 2715 8383                 | hertzgsa@discover-kul.com        |
| (92) 800 43789                   | hertzgsa@optimus.com.pk          |
| (63) 2 817 8165                  | hertzgsa@discovertheworld.com.ph |
| 1800 370 3388*<br>(65) 6370 3388 | reserve@hertz.com                |
| (82) 1600 2288                   | reskorea@hertz.com               |
| (886) 2 2731 0377                | hertzgsa@tpe.attinet.tw          |
| (66) 2 634 1804                  | hertzgsa@mma.co.th               |
| (65) 6370 3388                   | reserve@hertz.com                |

\*Toll free numbers within the country only.