

**Hertz**®

2014 ISSUE 2  
hertz.com

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

HERTZ HOLIDAYS NEWSLETTER

## **SPECIAL**

### **GREAT AMERICAN ROAD TRIPS**

with self-drive  
tips and USA  
itineraries!

**Pages 4-5**



## **Gold Plus Rewards**

Exclusive offers

**Page 8**



# NEWS & UPDATES

Ferrari Spider from USA Dream Cars

## International News

### Launch of new Hertz Collections

#### Dream Collection in USA

Drive Your Dream. Bringing you the hallmark of automotive luxury and style. Our bespoke service means you can expect special treatment every step of the way. With our make and model guarantee, you are choosing a dream you can drive away. This stunning collection of super-premium sport, luxury, and exotic cars are delivered with white glove service to redefine the entire rental experience.

#### Locations

California, Florida, Hawaii, Nevada, New York, Washington and more.

Visit [www.hertz.com/USDreamCars](http://www.hertz.com/USDreamCars) to book.



#### Adrenaline Collection in Australia

Porsche vehicles join Hertz Adrenaline Collection in Australia, including Porsche Boxsters at Brisbane Airport and Porsche Caymans at Melbourne and Sydney Airports.

The other vehicles in the collection include the Toyota 86. Visit [www.hertz.com/AUadrenaline](http://www.hertz.com/AUadrenaline) for more information.



Porsche Cayman

#### Outback Collection in Australia

Hertz launches the Outback Collection in Australia. Renters can explore remote areas of Australia with new camping equipped Toyota LandCruiser Workmates.

Available to rent from Perth, Brisbane, Darwin, Alice Springs and Cairns. Visit [www.hertz.com/AUoutback](http://www.hertz.com/AUoutback) for more information.



More on  
Hertz Collections  
on page 5!

### Unveiling Hertz modernized locations around the Globe

Hertz has been fully transforming flagship locations as well as updating other facilities across the world in an effort to streamline the rental experience. Hertz has completed renovations, unveiling modernized rental facilities at Paris Saint-Ferdinand, Frankfurt Airport location in Germany, Marble Arch location in central London as well as and San Diego and Newark Airports in the US and Shanghai airport locations and Hertz's Melbourne, Australia headquarters.



## Asia News



### Hertz celebrates 11 years in Thailand

Hertz Thailand Licensee is proud to be part of the Hertz global network, delivering total mobility solutions for both business and leisure rentals to customers and organisations from around the world into Thailand.

Chartchai Panichewa, Executive Board Chairman of Hertz Thailand said: "Being part of the global Hertz family, we share

the company's vision for growth and the commitment to deliver quality service to our customers with a touch of Thai. We are well positioned to take advantage of the many opportunities that the ASEAN Economic Community (AEC) will bring."

Wong Soon Hwa, Vice President, Hertz Asia said: "We're delighted to be celebrating our 11-year partnership with our Thailand franchisee. This long-standing relationship is a testament to the commitment of both parties to bring the best of mobility solutions to meet the discerning needs of our corporate and leisure customers"

Hertz Thailand locations are located in all major airports including downtown locations. Hertz Thailand offers a large and diverse fleet to cater to short term rentals, long term rentals, self-drive and chauffeur drive.



Toyota Altis



Toyota Fortuner

### Family and Prestige Collections in Singapore

Hertz Singapore has launched the Family and Prestige Collections at its airport and downtown locations, in an industry first for Asia. The Family Collection will include complimentary child seats with up to two additional drivers included at no extra cost. For the Prestige Collection, Hertz will offer premium BMW models including the BMW 7 Series. The Prestige Collection will come with a complimentary satellite navigation system and in-car charging for portable devices.



Prestige Collection



Family Collection

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



TTG Travel Awards  
Travel Hall of Fame



Trip Advisor's 2014  
Travelers' Choice Award  
Favourite Car Rental Agency



ZAGAT 2013/2014  
Best Overall Car Rental  
Company



FlyerTalk Awards 2014  
Best Rewards  
Loyalty Program



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



# GREAT AMERICAN ROAD TRIPS

Cruise along a breathtaking coast with stunning mountain vistas, and the wind in your hair, and you will discover why American road trips have long ranked among the best in the world.

From pristine lakes, panoramic canyons and picturesque vineyards, to trendy coastal towns, bustling cities and exciting theme parks, America's vast and diverse landscape ensures that self-drive adventures are not about to go out of style anytime soon.



Hawaii

## Hawaii - an island paradise

If idyllic beaches, beautiful islands and year-round sunshine are your idea of a perfect vacation, then say aloha to Hawaii.

From its state capital of Honolulu, make your way to the tourist hub of Waikiki - a vibrant centre of activity. Enjoy swimming, snorkeling and canoeing, or try your hand at surfing. Perhaps you can even learn how to strum an ukulele, or dance the hula.

Some of the popular tourist attractions in the region include Pearl Harbour, which has been designated a national historical landmark, as a result of the devastating aerial attack during World War II.

Continue your journey with a leisurely drive to Waimea Bay, a beautiful beach on the north shore. A legendary surf spot, it is often regarded as the birthplace of big wave surfing, which started becoming a trend in the 1950s.



New York

## New York - the city that never sleeps

Revel in the energy and excitement of the ever-bustling New York City. This wonderland of flashing neon signs and towering skyscrapers also boasts historic parks, world-class cuisine and truly colourful and cosmopolitan street life.

From the city, journey inland to Letchworth State Park, which is popularly known as the Grand Canyon of the East. Stretching more than 23km in length, the park is home to lush forests, magnificent waterfalls and rugged cliffs.

Just over a 1.5-hour drive away is the renowned Niagara Falls, undoubtedly the highlight of this road trip. One of the largest and most spectacular waterfalls in the world, it attracts more than 12 million visitors a year.

Since you will already be close to the Canadian border, you may want to extend your holiday in the charming multicultural city of Toronto.



California

## California - where dreams come true

There is nothing quite like driving the California coastline. Begin your journey in San Francisco, a charming city by the bay that is home to the Golden Gate Bridge, arguably the most photographed bridge in the world.

Then enjoy a leisurely drive to the beautiful coastal town of Monterey. Just 10 minutes away, discover Carmel-by-the-Sea, a quaint fairytale-like town with galleries, shops and restaurants housed in pretty cottages.

Continue your adventure through the surreally scenic Big Sur region, with its redwood forests, waterfalls, rocky bluffs and secluded beaches.

Stop at charming seaside cities such as Santa Barbara or Santa Monica, before making your way to the colourful, bustling city of Los Angeles, home to Hollywood.

Other popular Californian routes include the drive from San Francisco to Lake Tahoe, which takes you through the waterfront town of Sausalito and the beautiful wine-growing region of Napa Valley.

“The road hugs the dramatic rocky coast by the Pacific Ocean, and the scenery is breathtaking. I will always remember the muted pastel wild flowers, giant redwood trees, the misty spray of the ocean and white-crested waves below. And Mendocino is just the most beautiful, quaint “New England” town in California. I love that drive!”

- Pamela Ho

Award-winning journalist, author and radio producer-presenter



Nevada

## Nevada - the true spirit of the West

Seasoned travellers who are up for an adventure may want to consider a road trip in the semi-arid desert state of Nevada. Home to the Grand Canyon, one of the seven natural wonders of the world, it is an unforgettable destination.

After soaking in the glitz and glamour of Las Vegas, hit the highway and enjoy the expanse of the great outdoors as you journey to Bryce Canyon. Marvel at its giant natural amphitheatres - towering sedimentary rock structures in stunning shades of red, orange and white.

Visit the tranquil Lake Powell, surrounded by red desert rock and dramatic mountain vistas. It is a popular spot for fishing, house boating, hiking and biking.

The highlight of this journey, however, is undoubtedly the spectacular Grand Canyon. One of the deepest gorges in the world, it spans 433km in length and has an average depth of 1.6km. The magnificent geological formations, coupled with the canyon's palette of red, orange and gold, make this a truly awe-inspiring experience.



Florida

## Florida - the Sunshine State

Think Florida and what usually comes to mind are sunny blue skies, oceanfront resorts and pristine beaches lined with palm trees.

But the Sunshine State is also popular for its world-class theme parks and is perfect for a fun-filled vacation with the family. Enjoy theme park hopping in Orlando. Start your adventure by getting up close to classic cartoon favourites Mickey Mouse and Donald Duck at Walt Disney World.

You can also enjoy the magical wizarding world of Harry Potter at Universal Studios just a 20-minute drive away. The award-winning theme park boasts more than 25 thrilling rides and attractions.

Take a leisurely 15-minute drive to SeaWorld, a delightful marine-life based zoological park. Interact with dolphins and sea lions, marvel at majestic killer whales and enjoy the park's many exciting water rides and roller coasters.

Another popular stop for families is LegoLand, a 150-acre interactive theme park designed for children of ages 2 to 12. Then after all that action and excitement, wind down at one of Florida's many beautiful beach resorts.

## A Car for Every Journey

Rent a spacious family sedan from our **Standard Car Groups** or pick the car of your dreams. **Hertz Collections** allow you to reserve the very car that you have in mind.

Fancy zipping around in a powerful Ford Mustang or an iconic Chevrolet Camaro convertible? Relive the muscle era of the 1960s and 1970s with Hertz's **Adrenaline Collection**, an assortment of rides reminiscent of those famous classic hot rods.

Or live it up by choosing a sleek Mercedes-Benz sedan or full-size SUV from the **Prestige Collection**, a range of high-end luxury vehicles.

Alternatively, you can reduce your carbon footprint by opting for the **Green Traveller Collection**, a line of hybrid, electric and clean diesel vehicles that offer high fuel efficiency and are easy on the wallet.

### ADRENALINE COLLECTION



Chevrolet Camaro SS Convertible

### GREEN TRAVELLER COLLECTION



Toyota Prius Hybrid

### PRESTIGE COLLECTION



Mercedes GL450

### STANDARD CAR GROUPS



Toyota Corolla

## Self-drive Tips & Itineraries for USA and other destinations

Excited but nervous about your self-drive holiday? Visit [www.hertz.com/drivingtips](http://www.hertz.com/drivingtips) to have a glance of self-drive tips and suggested itineraries to aid your planning!

## Offer for USA

Enjoy **10% off** all car groups, including the Adrenaline, Prestige and Green Collections when you quote PC# at time of reservation. (PC# 198833 for Mainland USA and PC# 198822 for Hawaii). To book, call your Hertz local reservation centre (refer to page 8 for contact details). Visit [www.hertz.com/UScollections](http://www.hertz.com/UScollections) for more information. Terms & Conditions apply.





# DRIVE EASY with Hertz value-adds!



**NEVERLOST® OFFER (USA)**  
**2 Free Days (min. 5 days rental)**  
Quote **PC# 173202** at time of reservation  
*\*Terms & Conditions apply*

## Hertz NeverLost® GPS in the USA!

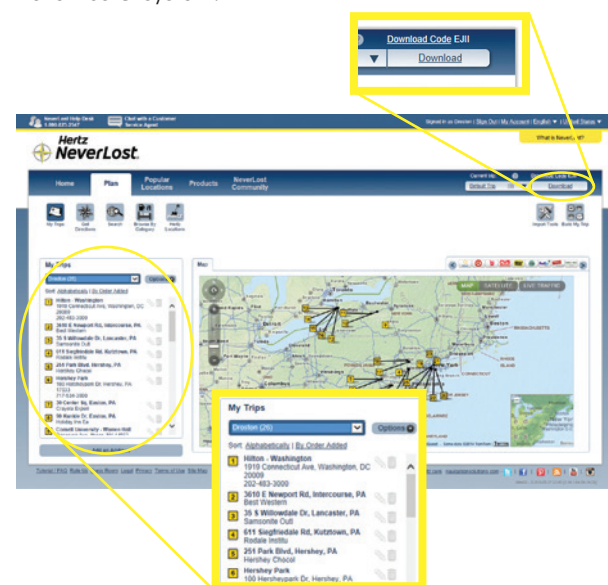
### Travel with confidence

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!

With **NeverLost Online Trip Planning™**, you can register at [neverlost.com](http://neverlost.com) to help pre-plan your business or leisure trip, then transfer your entire trip into Hertz NeverLost® GPS.

### STEP 1:

Create a set of customized folders of addresses, hotels, restaurants, and lots of other categories. Save those destinations to "My Favorites" to access from the NeverLost® system.



### STEP 2:

3 convenient ways to transfer and access your destinations on Hertz NeverLost® GPS.



Our concierge team can help you build your itinerary as well, simply email your destinations to [build@neverlost.com](mailto:build@neverlost.com). You'll get a special Download Code to access these destinations on the NeverLost.



Enter your Download Code on the NeverLost to wirelessly download your trip. Register at [neverlost.com](http://neverlost.com) to receive your own personal Download Code.



Download the trips you've created to any USB flash drive. When you pick up your Hertz vehicle, just plug your USB drive into your NeverLost unit and access your trip.

## 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.



## 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

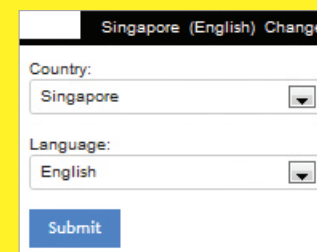
The first class in car rental. Process reservation faster than before. No long queues. No unnecessary paperwork. Skip the bad weather.

### ✓ 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.

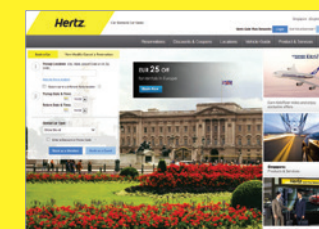
## How do you book ONLINE?

Renting a car has never been easier. Log on to [www.hertz.com](http://www.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 [www.hertz.com](http://www.hertz.com), you'll also find special offers, vehicle information, additional services, driving tips and more! Traditional Chinese and Indonesian languages are now available.



### BEFORE YOU BEGIN

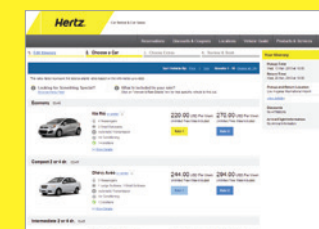
Make sure your country of residence is correct.



### STEP 1

#### Plan your itinerary

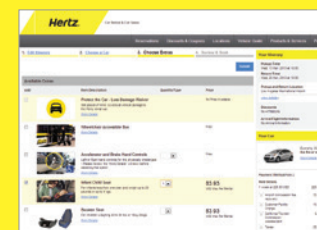
Enter your desired car pickup and return locations, rental dates and discount code (if any).



### STEP 2

#### Choose your Car

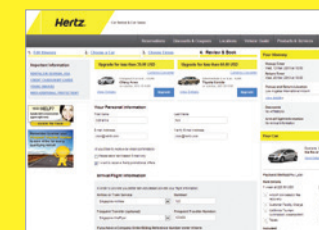
Choose the car that matches your requirements - number of passengers, suitcases, etc.



### 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.

## 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 [www.hertz.com](http://www.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

Follow these steps to login to your account for a **FREE** upgrade to Hertz Gold Plus Rewards!

1. Have a credit card on hand
2. Go to **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 28 February 2015 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 [www.hertz.com/app](http://www.hertz.com/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@brunei.bn
<b>China</b>	400 921 1138* (86) 21 2226 1700	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* (81) 3 5408 5470	admin-jp@hertz.com
<b>Malaysia</b>	1800 883 086* (60) 3 7718 1266	enquiry@hertz.simedarby.com
<b>Pakistan</b>	0800 43789* (92) 800 43789	reservations@optimus.com.pk
<b>Philippines</b>	(63) 2 887 6651	reservations@hertzphilippines.com
<b>Singapore</b>	1800 734 4646* (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* (86) 21 2226 1700	reschina@hertz.com
(852) 2525 2838	booking@hertz-gsa.com.hk
(91) 22 2921 0318	hertz@discovertheworld.co.in
(62) 21 521 2006	hertzgasa@discoverjkt.net
0120 489882* (81) 3 5408 5470	admin-jp@hertz.com
(60) 3 2715 8383	hertzgasa@discover-kul.com
0800 43789* (92) 800 43789	hertzgasa@optimus.com.pk
(63) 2 817 8165	hertzgasa@discovertheworld.com.ph
1800 370 3388* (65) 6370 3388	reserve@hertz.com
(82) 1600 2288	reskorea@hertz.com
(886) 2 2731 0377	hertzgasa@tpe.att.net.tw
(66) 2 634 1804	hertzgasa@mma.co.th
(65) 6370 3388	reserve@hertz.com

\*Toll free numbers within the country only.