Green Initiatives at The Hertz Corporation.
Corporate Social Responsibility and Sustainability are important issues for The Hertz Corporation and its employees, customers and key stakeholders. As a car and equipment rental business, many of our processes and operations impact the environment. Given the nature of these industries, Hertz takes its role as a steward of the environment seriously and has established a Sustainability Program which acts as the cornerstone of the Company’s environmental commitment.

Dedicated to minimizing the impact of its operations on the environment, Hertz enacted a proactive Sustainability Program which enables worldwide operations to strive for consistently sound environmental behavior. The objectives of Hertz’s Sustainability Program are based on principles of preventing and minimizing environmental impact from its operations and promoting continuous improvement of the program, with the overall goals being:

- The conservation of natural resources by minimizing the use of non-renewable materials, utilizing recycling services and implementing energy conservation practices.
- Utilization of sustainable or recycled products and packaging wherever feasible.
- Regular review of operations and programs to reduce waste and increase the efficient use of resources.
- Provide customers with product and service options which promote sustainability objectives.

Additionally, Hertz has defined management’s responsibilities in relationship to its Sustainability Program and, through increased awareness, advocates for employee, customer and stakeholder involvement. To ensure its program continually evolves, the Company:

- Has established a process of ongoing review and analysis as the basis for continual improvement of its Sustainability Program.
- Adjusts its program to comply with new regulatory requirements and to adopt best practices.
- Makes available, to employees, customers and other stakeholders, annual updates regarding its sustainability strategies and progress.
- Annually reviews and, when needed, adjusts its Sustainability Policy and Programs.
Hertz is the only rental car company to have its CEO endorse the “CEO Climate Policy Recommendations to G8 Leaders.” The policy signed by 100 CEOs and presented to Prime Minister Yasuo Fukuda of Japan on June 20, 2008, details how best to manage climate change after the Kyoto Protocol expires in 2012. This document was prepared in collaboration with the World Business Council for Sustainable Development and the Pew Center on Global Climate Change.

Hertz offers The Green Collection, which is a group of pre-selected vehicles that are fuel efficient and environmentally friendly. We have more than 35,000 vehicles that are reservable by specific make and model, including 5,000 hybrids. These cars have an EPA highway fuel efficiency rating of 27 miles or more per gallon (based on the latest Fuel Economy Guide).

Hertz also offers Connect by Hertz, a car sharing company that provides members the convenience of a car while shifting the fixed costs of car ownership to pay-as-you-go costs. Members are provided access to a fleet of vehicles distributed over a neighborhood or city with insurance, gasoline, maintenance and cleaning included in the membership usage charges. In addition to encouraging the use of mass and alternative transportation options; for every car sharing vehicle on the road, up to fourteen personal vehicles are taken off the streets.

Hertz will be introducing the Nissan Leaf to our fleet in early 2011. The Leaf is an all electric lithium ion powered midsized hatchback that produces zero emissions. The Nissan Leaf has received numerous awards include the Green Car Vision award from Green Car Journal. Hertz will also be working with Nissan to develop the necessary infrastructure to support these vehicles.

In 2008, Hertz partnered with OMI Industries, to use their Fresh Wave IAQ product to neutralize odors in its rental fleet. Unlike other solutions on the market that merely mask odors, Fresh Wave IAQ completely neutralizes odors using only natural ingredients. Comprised of natural plant extracts, the products are biodegradable and non-toxic making it a true green product.

In 2009, Hertz undertook a number of initiatives to manage and reduce energy usage at its locations in North America and Europe. Initial efforts have focused on Quick Hitters that are energy initiatives that can immediately address interior/exterior lighting, HVAC, and process loads (car wash, vacuum systems). Examples include HVAC Thermostat controls, LED exit signs, lighting occupancy controls, photocells, and time clocks.
As we rollout out new brand image and update our facilities, Hertz is dedicated to minimizing our impact on the environment by utilizing sustainable products and methods with the following attributes:

- Optimize energy performance – LED or fluorescent lighting, solar glass, solar shades
- Water use reduction – low flow faucets
- Energy Star Rated equipment and appliances
- Low emitting materials – low or no VOC finishes such as paint, adhesives, grout, and caulk, and minimizing the use of chrome metal
- Recycled content finishes – porcelain tile, carpet tile, rubber flooring, wall covering, acoustical ceiling tile, and furniture
- Forest Stewardship Council – certified wood from sustainably managed forests
- Daylight and views – addition of glass to optimize natural light and outdoor views
- Native plantings – regional plants that are non-evasive

In collaboration with the developer of our NeverLost navigation system and Greenopia, Hertz now has an eco-friendly guide to green businesses in five major cities – Chicago, Dallas, Los Angeles, New York City and San Francisco Bay area. The Greenopia feature on NeverLost offers eco-friendly listings that have been analyzed by Greenopia according to their level of commitment to environmental initiatives. Ratings are indicated by one to four Green Leaf Awards and all companies must meet minimum qualifying standards to be listed.

Hertz has rolled out a Work At Home program for our reservation agents. This means 385 agents no longer commute to our Oklahoma and Mobile reservation centers. As result, Hertz has reduced our CO2 emissions by 160 metric tonnes.

Since 2004, Hertz has contracted with Redemtech to handle the disposal, through either resale or recycling, of our electronic (computer) equipment at all of our American facilities. Redemtech has a zero landfill policy and a zero export policy. Since the inception of this program 891,000 pounds of electronic equipment, 34,225 pounds of lead, 8 pounds of arsenic, 51 pounds of cadmium, and 12 pounds of mercury have been kept out of landfills.

Hertz is an “Energy Star Partner” in the USEPA Energy Management Program. As a partner, we set goals and standards for our buildings and the office equipment we purchase. Energy Star compliant office equipment including copiers, fax machines, and computers are specified for all Hertz facilities nationwide resulting in energy savings across the country.

Our equipment rental division has implemented a zero tolerance idling policy to eliminate unnecessary engine idling and reduce air pollution. Our truck drivers are required to turn off their engines upon stopping at their destination, and equipment operators must not idle their equip-
ment for any period longer than 5 minutes. Our
drivers are trained in this policy annually.

In December 2008, Hertz initiated a Nap Time
Program that shuts down all field monitors on
desktop computers after 3 minutes of inactivity.
This energy saving initiative affects thousands of
computers in the United States.

Hertz donated $1 million to the United States

During 2002-2003, Hertz undertook a lighting
replacement project at Headquarters that
replaced the old bulbs with more energy efficient
non-toxic lighting. A similar program was recently
completed at our Oklahoma City facilities.

Formal recycling programs are in place for
corrugated paper wastes and white paper at our
Oklahoma City and Park Ridge Headquarters.
Since its implementation in mid-2003, the recy-
cling program at the Oklahoma City facilities have
contributed to saving approximately 20,000 trees
and 4,700,000 kilowatts of energy. Our program
also saves countless gallons of water and de-
creases air pollution as well as landfill space. In
2007, our Oklahoma City location was recognized
as a leader in recycling for its achievements and
continuous efforts by our recycling vendor.

Hertz purchases 100 percent recycled, chlorine
free paper products from our national janitorial
supply vendor, including paper towels, tissues
and napkins. Almost all of the these products
meet the rigorous EcoLogo standards which
include minimum requirements for recycled
paper, including post consumer content, sustain-
able forestry, zero chlorine use, waste reduction,
energy consumption, and air emissions. In
summary, the EcoLogo certifies that the paper
products we use are made with the efficient use
of energy and fibers, with minimal environmental
impacts from processes, chemicals, by-products,
and emissions/discharges.

All paper used in Hertz’s manual and licensee
rental agreements is recycled paper having a
content of 50% wastepaper/30% post consumer
waste. Hertz rental jackets are printed on
recycled paper having a post consumer content
of 10%.

All of our commercial printing needs are done
at printers that are certified by the Forestry Stew-
ardship Council (FSC) under their chain-of-cus-
tody certification. This third party certification
ensures that these companies utilize products
only from an FSC certified forest. FSC sets high
standards that ensure forestry is practiced in an
environmentally responsible, socially beneficial,
and economically viable way.

Hertz’s design standards include the installation
of automatic car washes that recycle 80% of
wash water.

Hertz has banned the use of chlorinated solvents
for many years at our maintenance facilities.

All used oil is collected by national vendors and
recycled or re-refined offsite. In 2009, more
than 790,000 gallons of used oil were collected
and recycled from our equipment and car rental
facilities in North America. More than 500,000
gallons of the used oil is re-refined and processed
into clean, clear, reusable premium base oil. The
remainder of the oil was recycled through pro-
cessing into an on specification used oil fuel for
the residual fuel market. Re-refining reduces greenhouse gases and heavy metal emissions, while reducing our dependency on foreign oil. In addition, Hertz Equipment Rental utilizes USEPA certified waste oil heating systems to heat the shop areas at 42 of its northern climate locations.

In Canada, Hertz purchases re-refined oil for its car rental fleet.

The parts and brake cleaner fluids at our facilities are also recycled by our vendor. In 2009, over 14,200 gallons of petroleum solvent were collected and recycled from our facilities.

Hertz uses Bradley Systems’ RTX#9 general vehicle cleaner at all of its car rental operations. Dubbed “America’s first ‘Zero-Toxic’ Cleaner,” it has no ozone depleting, greenhouse gas, or global warming chemicals, and is biodegradable in water.

For Hertz Equipment Rental Corporation facilities, Hertz and Bradley created Bradley’s Plus degreaser, an aggressive cleanser that has the same environmentally friendly attributes as the RTX#9 cleaner used in the company’s car rental operations.

Hertz and Bradley created a closed-loop re-fill program for Hertz’s cleaning solutions with Bradley picking up the empty barrels when they deliver new cleaning solution.

All Hertz Equipment Rental locations are equipped with digital programmable thermostats that adjust HVAC systems accordingly during off hours. These units save an average of 5 to 7% of energy consumption annually.
Our Service Center in Dublin won the Swords Fingal Chamber of Commerce Environmental Award for 2007 for minimizing environmental impact with respect to waste management, energy awareness, light and temperature controls, and health and safety culture. Specific programs that led to this award are as follows:

**Waste Disposal/Recycling/Composting Initiative**
In 2009, 48 tonnes of paper and cardboard and 3.5 tonnes of waste electronics were recycled. In addition, 6.5 tonnes of waste were composted and 9 tonnes of other recyclable material were collected for offsite recycling.

**Multi-function - Printer/Copier Devices**
After a strategic review of printing requirements, Hertz Dublin reduced by more than 60% of the number of desktop printers through the increased use of Multifunction Devices.

**Battery / Toner & Cartridge / Mobile Phone Recycling**
Since 2005 Hertz has set up Battery Collection Points throughout the Dublin facility for staff members to dispose of batteries used in work related equipment, e.g. headsets, and also from home. Batteries are sent to a recycling facility in Ireland where many of the components are recovered and used to manufacture new batteries. The remaining parts, lead and sulfuric acid, are used to make new lead plates, laundry detergent, and glass.

Used toners and cartridges are sent to a local children’s hospital for recycling and the money is used to help purchase much needed equipment.

In 2007, the following energy initiatives resulted in a reduction in energy consumption of 284,000 kWh in Electricity.

**Glazing - Solar Reflectance Treatment**
3M Scotch tint Window film to reduce the solar warming and enhance the comfort level of employees. This low-emissive film reduces solar heat transmission by as much as 57% and reduces heat loss in the cooler months by as much as 20%.

Hertz installed a BMS within the Dublin facility to control, monitor and manage the ventilation, cooling, heating and lighting installed in the building so that environment is optimized and any issues or breakdowns are highlighted.

Continual education program to employees detailing interesting facts related to environmental information.

The Dublin facility has renewed its annual participation in “Winter Peak Demand Reduction Scheme.” This program, which was launched by the Irish Electricity Supply Company - ESB National Grid, rewards companies who reduce their electricity consumption/carbon footprints during the peak demand hours of 5-7pm (weekdays) during the winter months of November through February.
The Hertz Licensee in Iceland recently became the first company to offer fully hydrogen-powered cars for rent.

In 2010, our Service Center was ISO 14001 certified. The Hertz Licensee in Sweden has been ISO 14001 certified since 2002 and the Hertz Licensee in Finland has been ISO 14001 certified since 2007.

In addition, in 2008 the Sweden Licensee was voted the most environmental friendly car rental company for the third year in a row by The Swedish Association of Green Motorists. In fact, in 2008 Hertz opened Sweden’s first green car rental location at Stockholm-Arlanda Airport. The green location only offers environmentally friendly cars. These cars have passed the requirements for environmentally friendly cars according to the Swedish Road Administration. Fleet management and administration, as well as premises and suppliers are also environmentally friendly. At the Green Location, customers are offered a short environmental training program before and after the rental. The Hertz sales representative informs the customer about emissions, choice of fuel, tires and ecodriving. The Green Location is adapted for the physically challenged, and hand controls are offered at no additional cost.

In 2008, Hertz UK agreed to a 12-month green tariff contract with the energy supplier, EON, to provide over 900,000 kWh of electricity. This contract requires EON to generate an equivalent unit of power from a renewable resource such as wind turbines, hydro and biomass fired power stations. Hertz’s commitment to purchasing from a green tariff is helping to drive the development of renewable energy technologies within the UK.

In the Netherlands, Hertz is the only car rental company that now offers cars that use Compressed Natural Gas (CNG).

During the first quarter of 2009 Hertz introduced electric city scooters to its rental fleet in Amsterdam, Netherlands. The Hertz city scooter is CO2 neutral. With a maximum speed of 35 kilometers an hour it has a total range of 50 kilometers on a single charge. It can easily be re-charged by simply using a standard electrical socket. Hertz electric scooters are also available in Madrid in Spain where Hertz was the first general-use car rental company to add electric scooters to their fleet.
Hertz New Zealand offers its customers a carbon calculator to allow potential renters to determine their carbon footprint for various car makes and models.

Hertz New Zealand has secured the Enviro Bronze Accreditation from Qualmark, the official quality measurement agency of New Zealand’s tourism industry. This rating system recognizes the commitment of tourism companies to practices including energy efficiency, conservation initiatives, waste management, water conservation and community activities.

More than 85% of the Hertz New Zealand corporate fleet now meets the Euro 4 standard, which is currently the most stringent benchmark used. The balance of the fleet meets the Euro 3 standard. Hertz also is well advanced in its introduction of diesel fueled Toyota Prado 4WD vehicles throughout New Zealand, and expects to complete the upgrade program by April 2010.

All of Hertz New Zealand’s commercial printing needs are done at printers that are certified by the Forestry Stewardship Council (FSC) under their chain-of-custody certification. This third party certification ensures that products only from an FSC certified forest are used. FSC sets high standards that ensure forestry is practiced in an environmentally responsible, socially beneficial, and economically viable way.

A formal recycling program is in place at Hertz Head Office in Christchurch for products such as paper, plastics, glass, cardboard, aluminum cans and green organics. Our waste management vendor collects and recycles the products. In other parts of New Zealand 91% of branches have a formal recycling program to deal with recyclable materials from vehicles and general branch operations. The products are either taken to a local recycling depot, placed in recycling bins or provided to a recycling contractor.
In Brazil most of Hertz’s fleet is flex fuel capable of using alcohol or gasoline. In addition, Hertz modifies its vehicles for leased fleet customers to use Liquefied Natural Gas.