

## WELCOME TO A HIGHER LEVEL OF SERVICE.

With Hertz Ultimate Choice, your travelers can choose the vehicle that's right for them and get on their way even faster. There's no need for them to search for a number or specific car. The car they choose is the car they drive. It's that simple.

This improves the renter's experience while saving you money. Gold Plus Rewards® members who book a Midsize car or above have access to higher class cars based on their status.

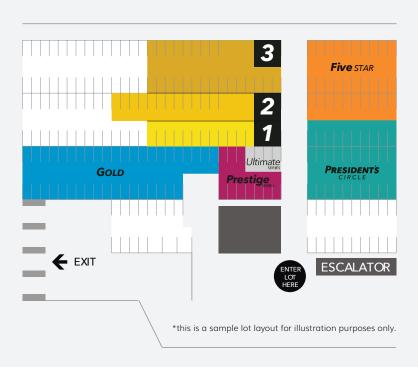
## **How Ultimate Choice Works:**

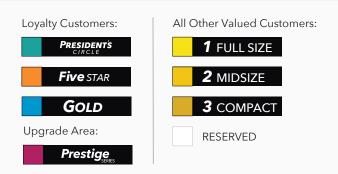
- 1. Reserve your car: Gold Plus Rewards members who reserve a Midsize car class or higher have access to a select group of cars with enhanced features.
- 2. Choose your car: Gold Plus Rewards members can skip the line and go straight to the zone that corresponds with your Gold member status. If you aren't a member of Gold Plus Rewards, go to the Hertz counter where you'll be directed to the zone that corresponds with the car you reserved.
- 3. Proceed to the exit gate.

It's that easy.



## INTRODUCING HERTZ ULTIMATE CHOICE





## NOW AVAILABLE AT SELECT AIRPORTS NATIONWIDE.

|                   | Current locations    |                   | Coming this spring |
|-------------------|----------------------|-------------------|--------------------|
| Atlanta           | Fort Lauderdale      | Portland          | Denver             |
| Austin            | Las Vegas            | Raleigh-Durham    | Houston            |
| Boston            | Los Angeles          | San Diego         | Kansas City        |
| Charlotte         | Minneapolis-St. Paul | San Francisco     | Miami              |
| Chicago O'Hare    | Nashville            | San Jose          | Orlando            |
| Cleveland         | New York LaGuardia   | Seattle-Tacoma    | Phoenix            |
| Dallas/Fort Worth | Newark               | Washington Reagan | St. Louis          |
| Detroit           | Philadelphia         |                   |                    |

