



Hertz Wins Self-Service Excellence Award for Making Car Rental Faster and Easier

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Leading car rental brand receives top honors at KioskCom Self-Service Expo for its deployment of NCR self-service kiosks

DAYTON, Ohio, May 28, 2009 (BUSINESS WIRE) -- The Hertz Corporation won the 2009 Self-Service Excellence Award, given annually by KioskCom, in the Best Travel/Hospitality Deployment category. Presented at the KioskCom Self-Service Expo, the awards recognize the most innovative and successful self-service programs in multiple categories.

Hertz first piloted self-service kiosks from NCR Corporation, a leading provider of self-service solutions in the airline, banking and other sectors, in 2007. Since then, Hertz has expanded the program to more than 37 U.S. airport locations, as well as 5 locations in Europe, and expanded its usage of kiosks as part of the Company's Online Check-in Guarantee program, designed to get customers on their way in 10 minutes or less.

"Empowering Hertz's customers with the convenience of self-service kiosks has transformed the way they interact with Hertz," said Hertz CIO Joe Eckroth. "We are delighted and proud to be recognized for being the first car rental company to extend the anytime, anywhere convenience consumers have come to expect in other industries. The Online Check-in Guarantee and use of kiosks has clearly delivered significant operational improvements, and has increased overall customer satisfaction by making it faster and easier for our customers to get on the road."

Hertz Online Check-in program expedites the car rental pick-up process by allowing customers to begin the check-in process in the comfort of their home or office and complete the rental via kiosk. Similar to an airline check-in kiosk, the rental car kiosk is a reservation-based system that collects the customer's personal information, identifies the customer's reservation and completes the rental car pick-up process, sending the customer on his/her way quickly. Beyond car pick-up, the solution allows Hertz customers to select and purchase upgrades, Loss Damage Waiver and Optional Insurance products, fuel options and add-ons such as child seats and NeverLost(R), Hertz's customized, in-car navigation system.

"Companies in all industries must meet rising consumer demand for self-service options if they hope to remain competitive," said Theresa Heinz, general manager, [NCR Travel](#). "Hertz is a shining example of how truly integrating self-service into your business model can not only strengthen your relationships with your customers, but improve your bottom line. We are honored to be a Hertz partner and congratulate the company on its award-winning self-service program."

[The program](#) has been embraced by Hertz customers. Since the company first launched self-service kiosks with Simply Wheelz in Orlando, Hertz's market share in Orlando has increased and 80 percent of Simply Wheelz transactions in Orlando are now conducted via a kiosk. Hertz is seeing approximately 65 percent average usage rates across all locations, and has done in excess of 340,000 rentals via self-service kiosks. Average check-in time is approximately 5 minutes.

NCR is also providing Hertz with comprehensive hardware support services, including remote management and help desk assistance, to ensure the utmost in customer service.

In 2002, KioskCom launched the inaugural industry-wide Self-Service Excellence Awards to honor the most successful and innovative self-service and interactive digital media solutions. Since then, KioskCom has honored over 200 companies across multiple industries for their leadership, innovations, and successes with self-service and interactive digital media solutions.

About Hertz

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc. (NYSE: HTZ), is the world's largest general use car rental brand, operating from approximately 8,000 locations in 145 countries worldwide. Hertz is the number one airport car rental brand in the U.S. and at 42 major airports in Europe, operating both corporate and licensee locations in cities and airports in North America, Europe, Latin America, Australia and New Zealand. In addition, the Company has licensee locations in cities and airports in Africa, Asia, and the Middle East. Product and service initiatives such as Hertz #1 Club Gold(R), NeverLost(R) customized, onboard navigation systems, SIRIUS Satellite Radio(R), and unique cars and SUVs offered through the company's Prestige, Fun and Green Collections, set Hertz apart from the competition. In 2008, the Company launched Connect by Hertz, entering the global car sharing market in London, New York City and Paris. Hertz also operates one of the world's largest equipment rental businesses, Hertz Equipment Rental Corporation, offering a diverse line of equipment, including tools and supplies, as well as new and used equipment for sale, to customers ranging from major industrial companies to local contractors and consumers from approximately 330 branches in the United States, Canada, China, France and Spain.

About NCR Corporation

[NCR Corporation](#) (NYSE: NCR) is a global technology company and leader in automated teller machines, self-checkouts and other self- and assisted-service solutions, serving customers in more than 100 countries. NCR's software, hardware, consulting and support services help organizations in retail, financial, travel, healthcare and other industries interact with consumers across multiple channels.

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