

Hertz Vision, Mission and Values

Vision

We will be the first choice brand for vehicle and equipment rental/leasing and total mobility solutions.

Our Mission is to be the most customer focused, cost efficient vehicle and equipment rental/leasing company in every market we serve. We will strengthen our leading worldwide positions through a shared-value culture of employee and partner involvement by making strategic investments in our brand, people and products. The focus of everything we do will be on continuously improving shareholder value.

Values

- Integrity
- Continuous Improvement
- Passion
- Teamwork
- Transparency
- Diversity
- Commitment
- Accountability

