



Hertz And CLEAR Partner To Reimagine The Car Rental Experience

December 11, 2018

Travelers Can Now Get on the Road Faster Than Ever Before by Using their Face or Fingers at the Exit Gate

NEW YORK and ESTERO, Fla., Dec. 11, 2018 /PRNewswire/ -- Hertz and CLEAR today announced the launch of *Hertz Fast Lane powered by CLEAR* – a new service that uses biometrics to drastically speed up the car rental process and get travelers through the exit gate and on the road in 30 seconds or less – a time savings of at least 75 percent.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8461151-hertz-clear-partner-fast-lane/>

With CLEAR, members enroll once to enjoy frictionless experiences with greater predictability at more than 40 airports and venues nationwide. Now, Hertz Gold Plus Rewards® loyalty members who sign up for CLEAR and link their accounts will be able to verify their identity and rental reservation with just a look or tap of their finger. *Hertz Fast Lane powered by CLEAR* marks the first use of biometrics by a major rental car company, and the first time CLEAR's trusted identity platform is enabling members to verify their identity using their face instead of showing a physical ID.

The first *Hertz Fast Lane powered by CLEAR* is now available at the Hartsfield–Jackson Atlanta International Airport (ATL), offering renters unmatched speed and security so they can enjoy more time doing what they love. Throughout 2019, *Hertz Fast Lane powered by CLEAR* will be rolled out to more than 40 additional Hertz locations, including some of the busiest U.S. airports such as Los Angeles International Airport (LAX), John F. Kennedy International Airport (JFK) and San Francisco International Airport (SFO), among others.

"We're excited to introduce *Hertz Fast Lane Powered by CLEAR* to get Hertz customers through the exit gate without the wait and on the road faster," said Hertz CEO Kathryn V. Marinello. "By teaming with CLEAR, Hertz gets a partner with an expanding footprint and proven track record to help us innovate the car rental process, improve the customer experience and bring meaningful benefits to busy travelers."

Marinello added, "This new innovation demonstrates our focus on enhancing the entire customer experience. In the last two years, we've upgraded our fleet with the cars people want to drive, launched our Ultimate Choice® model in the U.S. enabling customers to choose their preferred vehicle with no wait, and improved site operations to deliver great service consistently."

The new offering further demonstrates Hertz's and CLEAR's deep commitment to investing in technology and services that enhance their members' experience – and sets a new standard for frictionless travel.

"CLEAR believes that you are you, and we're creating a future in which your fingerprints, eyes and face are your best and most secure ID," said CLEAR CEO Caryn Seidman-Becker. "When our members travel, they enjoy greater speed and predictability at airports and sporting events, so they can focus more time doing what they love. Thanks to our new partnership with Hertz, they'll spend less time at the exit gate and more time enjoying their destination."

Use of *Hertz Fast Lane powered by CLEAR* is a new benefit for Hertz Gold Plus Rewards® program members, and membership in CLEAR is available at no additional cost when used in connection with this program. Members interested in upgrading their CLEAR membership to include airport security access, will receive preferred pricing based on their Hertz loyalty status. Travelers interested in learning more about the *Hertz Fast Lane powered by CLEAR*, or in becoming a Hertz Gold Plus Rewards® member, can visit www.hertz.com/clear.

About Hertz

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc., operates the Hertz, Dollar, Thrifty and Firefly vehicle rental brands in approximately 10,200 corporate and franchisee locations throughout North America, Europe, The Caribbean, Latin America, Africa, the Middle East, Asia, Australia and New Zealand. The Hertz Corporation is one of the largest worldwide rental companies, and the Hertz brand is one of the most recognized in the world. Product and service initiatives such as Hertz Gold Plus Rewards, Ultimate Choice, Carfirmations, Mobile Wi-Fi and unique vehicles offered through the Adrenaline, Dream, Green and Prestige Collections set Hertz apart from the competition. Additionally, The Hertz Corporation owns the vehicle leasing and fleet management leader Donlen, operates the Hertz 24/7 car sharing business in international markets, and sells vehicles through Hertz Car Sales. For more information about The Hertz Corporation, visit: www.hertz.com.

About CLEAR

CLEAR is transforming the way people live, work and travel. Today, CLEAR is powering a frictionless security experience in 40 U.S. airports and sports venues. When you are you, instead of something in your pocket, life is more frictionless, more secure and more predictable. CLEAR is trusted by millions of members and is certified as a Qualified Anti-Terrorism Technology by the U.S. Department of Homeland Security. After enrolling at any CLEAR location, members can begin using CLEAR Lanes immediately (<https://www.clearme.com/where-we-are>). For more information on CLEAR, visit <http://www.clearme.com>.

SOURCE Hertz



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