



Hertz Becomes Exclusive Rental Car Partner of the Tampa Bay Buccaneers

May 12, 2022

ESTERO, Fla. and TAMPA, Fla., May 12, 2022 – The Tampa Bay Buccaneers and Hertz announced today a multi-year partnership that designates Hertz as the Exclusive Rental Car Partner of the Buccaneers. Hertz will receive recognition as the team's newest Pewter Partner, the organization's most prestigious partnership level, as well as several first-ever collaborations.

"The Buccaneers are proud to welcome Hertz as our newest Pewter Partner," said Buccaneers Owner/Co-Chairman **Bryan Glazer**. "As an industry leader headquartered in Florida's Gulf Coast Region, Hertz has the same commitment to top-tier customer service that we value in our own business operations. This partnership includes many innovative elements and fan-focused initiatives that will continue to enhance the gameday experience at Raymond James Stadium."

The partnership kicked off during draft weekend with co-branded Hertz messages that posted on the Buccaneers' social channels welcoming the club's eight player selections in the 2022 NFL Draft.

The integrated alliance will introduce various programs and special gameday experiences for Hertz customers and Buccaneers fans. The centerpiece feature will include the Hertz 'Let's Go Lounge' – an exclusive VIP gameday experience for select customers including premium branded parking, pregame hospitality, luxury suite access & team merchandise. Plans include additional promotional support by the team for the "Hertz. Let's Go!" campaign featuring Buccaneers quarterback **Tom Brady**. The 'Hertz. Let's Go!' campaign launched in October 2021 and new ads will be airing this summer.

"We're thrilled to be the exclusive rental car partner of the Buccaneers and bring new and engaging experiences to football fans," said Hertz Senior Vice President of Marketing **Eoghan Slye**. "As a leader in our industry committed to excellence, it's important to align with others at the top of their game such as the Buccaneers."

In addition to the in-stadium gameday presence, Hertz will also be the first-ever entitlement partner for away game press conferences and will serve as the presenting sponsor for Buccaneers preseason games that can be streamed on the Buccaneers app and online at Buccaneers.com. The team will also introduce the Buccaneers Chat Bot Driven by Hertz, an in-app virtual assistant that will be able to answer a wide variety of fan inquiries through the Buccaneers mobile app.

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About Hertz

Hertz, one of the most recognized brands in the world, has a long-standing legacy of providing a fast and easy experience designed to make every journey special. It starts with top-rated vehicles to fit every traveler's needs, delivered with a caring touch and personalized services including its award-winning Hertz Gold Plus Rewards loyalty program, Ultimate Choice, Hertz app, and more. To learn more or to reserve a vehicle at an airport or a convenient neighborhood Hertz location, visit [Hertz.com](https://www.hertz.com).

Hertz pioneered the car rental industry more than 100 years ago and today is owned by Hertz Global Holdings, Inc. which includes Dollar and Thrifty vehicle rental brands.

About the Tampa Bay Buccaneers

The Tampa Bay Buccaneers are in their 47th year as members of the National Football League and compete in the National Football Conference's South Division. They were purchased by the late Malcolm Glazer in 1995 and are currently owned by the Glazer Family. Established in 1976, the Buccaneers have totaled seven division championships, two conference championships and two Super Bowl Championships, including Super Bowl LV that was played on their home field at Raymond James Stadium. The Buccaneers are also very active in the community, with the Tampa Bay Buccaneers Foundation and the Glazer Vision Foundation. For more information, visit www.buccaneers.com.

Media Contacts:

Hertz Media Relations
mediarelations@hertz.com

Tampa Bay Buccaneers
Danielle Burns
dburns@buccaneers.nfl.com
720-234-1422