

Hertz Gold Plus Rewards®

Superior customer experience and rewards for business travelers.

This guide will help you:

- Understand what is included with a complimentary Gold Plus Rewards membership
- Give you a glimpse into the member experience
- Enroll your employees in the program
- Ensure that your company CDP# is put on your renters' member profiles so their rental days count toward your company's free day certificates

What is included in your complimentary Gold Plus Rewards membership:

Speed

- Skip the counter
- Dedicated Gold counters
- No unnecessary paperwork
- Instant return

Convenience

- Simple enrollment process
- Online profile management
- Carfirmation™ - email confirmation of car location prior to pick-up

Value

- Earn points toward free rental days
- Exchange points for miles
- eReceipts and more
- Bonus points and upgrades when you achieve elite status

© 2018 Hertz System, Inc. All rights reserved. CS 818027

Hertz Gold Plus Rewards®

Available to Gold Plus Rewards customers.

- Mobile Gold alerts, Carfirmation
- Hertz Ultimate Choice®
- eReturn, eReceipts and eRental agreements

The member experience at a glance.

This is an example of the personalized experience your employees will enjoy when they view their profile.

Member number: 00000001
Account update as of 01/30/18

Joe, thank you for 25 years of Gold rentals. On 01/22/1993, you became a Hertz Gold Plus Rewards member.

Today, we celebrate your loyalty to Hertz with this summary of your 2017 rental activity.

In 2017, you earned 950 Gold Plus Rewards points. Your total points can get you four free weekend days.

2,620 total points

Most frequented
Orlando is your top Hertz rental location



You have driven
1,382 miles

What you drive
SUV is what you typically rent



How often you rent
Nine rentals

How to enroll your employees.

Sign up now by going to hbrgold.hertz.com. Enter your company name, CDP number and PIN code: **hbrgold**.

Assistance:
For more information, contact the Hertz Business Rewards® sales team, 1-888-777-3807, businessrewardssalesteam@hertz.com.

How to add your Hertz Business Rewards CDP# to your employees' Gold Plus Rewards profiles.

To receive your Hertz Business Rewards rates, benefits and free rental day credits automatically, add your CDP# into your member profile.

1. Log in at hertz.com
2. At the top navigation bar, click on My Account and then My Profile
3. Click Edit beside #1. Personal Details
4. Under the Corporate Discount Program heading, your CDP# can be stored in your profile so it appears in the reservation process
5. Add a new CDP# by typing in your company's CDP# and click Add Another
6. Once added, your company name will appear; the CDP# has been properly added
7. Under your company name, Make Preferred will appear. Click this link so your HBR CDP# is used on every Hertz rental
8. To save your changes, click Update at the bottom of the page before exiting this page

© 2018 Hertz System, Inc. All rights reserved. CS 818027