

Hertz®



Market

The car rental service is a globally important segment in the tourist offer and transport solutions for tourists and travelling business people in domestic and international markets. Anterra d.o.o. / Hertz Croatia is an exclusive franchisee of the biggest global car rental company, Hertz International, for the Republic of Croatia. The European market of the car rental business alone has grown by more than 45 percent in the period from 2001 to 2006, with total annual revenue of more than 5 billion Euro. Statistical data show that on average, in countries of the European Union, a car is rented every three seconds. The Croatian market has also shown an annual growth in the above mentioned period and even beyond it, mostly as a result of the increase in the tourist traffic, with regard to the arrivals from foreign air travel markets in particular. The popularity of Croatia as a European and world travel destination is growing even further, thus enhancing the possibility of choosing Hertz Croatia Rent-a-Car. One can personally reserve its services in more than 150 countries of the world, where Hertz is present as an organisation, or this can be done through its sales and reservations network. Of course, the same reservations service is also provided to all Croatian tourists, business and other travellers around the world.

Achievements

As the oldest, biggest and most recognizable global car rental brand, Hertz International marks its 90th year of existence in 2008. Hertz is the company that created popular, now very basic car rental services to the business and tourist world such as, for example, the first car rental business premises opened at the Chicago airport as early as in 1932; the introduction of the "Fly-Drive" concept; it was the first company to rent out vehicles 75 years ago with the possibility of hiring at one service point and returning at another (so called "rent it here – leave it there service"); Hertz no. 1 Club is the first "Frequent Travellers Club" in the Rent-a-Car industry etc. For twelve years in a row, Hertz has been voted the world's best car rental organisation (World's best Car Rental Agency) by the readers of Travel & Leisure magazine in its "World's Best Awards" research on the best loved destinations, hotels and providers of other tourist services. In 2007, Hertz was named "Best Car Rental Company" by the Business Travel World magazine. Furthermore, Hertz continues to play the leading role in innovation by



introducing the "Green Collection" vehicles, showcasing their concern for the environment. As a part of this initiative in Croatia, Hertz Croatia has not only offered environment-friendly vehicles with lower CO2 emissions to its clientele, but it also, for every one of these vehicles hired, sponsors a nominal donation to the non-profit, non-government organisation "Dujinov Sar" (Dolphin's Dream) for the purpose of supporting projects of preserving the Croatian environment.

History

In 1918, a twenty-year-old Walter Jacobs opened the world's first ever car rental company in the world in Chicago with twelve yellow Ford T vehicles and the concept of "Drive-it-yourself". Five years later the company was bought by John D. Hertz, a Slovak-Hungarian emigrant who came to America thirty years earlier. Today Hertz is the biggest global car rental organization and does business in 150 countries with a fleet of over 700 thousand vehicles and 30 million rentals a year. On 1 January 2009, Anterra d.o.o. / Hertz Croatia celebrated eleven years of exclusive franchise representation of the world's leading car rental company, Hertz International.

Product

Hertz Croatia divides its services into car rental services with short-term renting of vehicles and long-term/business renting of vehicles. Hertz Croatia does business with a great number of domestic and world tourist agencies, tour operators, broker and airline companies.

Hertz International also has global contracts on business cooperation with companies whose business is of such a nature that they need vehicle provision through a car rental service. In the same way, Hertz also offers good support to the business sector in Croatia and in this segment the service of business or long-term rental plays an important role. A few years ago, Hertz Croatia brought into the market some very flexible and affordable offers under the brand "Hertz Mini Lease" and "Hertz Flexi Lease". The options of the operating rental of vehicles range from at least one month or three months to the maximum of six months. The offer continues and extends to a monthly rental according to the needs of the business partner. There are practically no restrictions because everything from the model of the vehicle, mileage and the service that is needed for the maintenance of the vehicle is discussed with each client and the total package

Hertz #1 Club Gold®

MORE PEOPLE RENT HERTZ CARS BECAUSE...



HERTZ RENTS THE CARS YOU LIKE TO DRIVE!

HERTZ
Rent a Car

offered determines the price. In this way Hertz Croatia reduces the business expenses for its clients as the vehicle expense is determined by a fixed monthly rate. Domestic and foreign private customers have accepted with excitement the original idea Hertz Croatia is bringing to the market, the so-called 'Rate Match'. This offer gives the opportunity to all domestic and foreign private customers to use the best Hertz service with the guarantee of the lowest market comparative prices.

Recent Developments

Constantly expanding and improving its services and business through the last ten years, Anterra d.o.o. / Hertz Croatia today operates through 12 of its own offices throughout Croatia and has a fleet of new cars from the world's leading manufacturers. Throughout the year, the users of Hertz services in Croatia are local business users for the short-term rental and the so called "Mini & Flexi Lease" or the long-term rentals. In the summer months, its clients also include numerous tourists from all over the world. Together with partners such as Croatia Airlines, Hrvatske Željeznice (Croatian Railways), FBZ-Amex, Valamar, Zagrebački Velesajam (Zagreb Fair), Dupinov San (Dolphin Dream) and others, Hertz Croatia offers additional conveniences to its customers. For example, Hertz and Croatia Airlines have introduced a special promotion to its customers under the title "Fly & Drive", where travellers in the business class of Croatia Airlines can rent a vehicle in Croatia for the price of 1 Kuna for the first day of rental.

Promotion

The Hertz yellow-black logo is recognized across the world and also in Croatia. The sign that was released this year to commemorate the 90th birthday of the organization proved to be very popular. The slogan: "#1 WORLDWIDE #1 IN CROATIA", appears in reputed international European and Croatian specialized tourist magazines and guides such as Time Out, Adria Zeitung, Petit Futte, Putovanja (Travel) and also in business monthly, weekly and daily publications where the company clearly shows its attitude and intentions of its business policy. Hertz Croatia has the continuous task of confirming its number one status on the market.

Hertz is the sponsor of numerous business and sport events during the year and in this way not only takes part but also gives logistical support to conferences, festivals or tours. Hertz Croatia is also oriented towards the future, and for most of its promotions it uses electronic media and its own website, www.hertz.hr, fitted with a "live" reservation system.

Brand Values

A big responsibility of Hertz Croatia is to justify the high standards of the leading global system and organization such as Hertz International. This can be seen through the image, presentation, reservation system etc. However, most importantly, this can be seen through the training of its employees and their relationship towards the most important fact – and that is our client, the respected user of our service.



"We are going to make this business on the proper foundation – on a foundation where everybody connected with it is going to believe in it."
— John D. Hertz



www.hertz.hr
www.hertz-europe.com



CROATIA AIRLINES



THINGS YOU DIDN'T KNOW ABOUT...

Hertz

- Hertz was the first company to open its office at an airport, thus presenting for the first time the "Fly-Drive" concept (1932 in Chicago).
- Hertz was the first to provide its clients with the option of rent a vehicle in one centre and returning it to another centre (in 1933).
- Hertz was the first company to introduce the "Frequent Travel" program as part of the car rental industry (in 1972).
- Hertz was the first company to introduce computerized directions to the desired destination (in 1984).
- Hertz was the first company to introduce into its fleet the "Green Collection", the innovative collection of environmentally friendly vehicles.
- Every three seconds a car is rented in Europe.
- Hertz International celebrated its 90th birthday in 2008.

