Herc Rentals Presentation

May 11-16, 2016

Disclaimer

Certain statements contained in this presentation are “forward-looking statements.” Forward-looking statements include information concerning Hertz Equipment Rental Corporation, also referred to as “HERC”, “the Company” or “Herc Rentals” throughout this presentation, and include information concerning the Company’s liquidity, possible or assumed future results of operations, including descriptions of our business strategies, and outlook for non-residential starts, industrial production and industrial spending GDP. These statements often include words such as “believe,” “expect,” “project,” “potential,” “anticipate,” “intend,” “plan,” “estimate,” “seek,” “will,” “may,” “would,” “should,” “could,” “forecasts” or similar expressions. These statements are based on certain assumptions that we have made in light of our experience in the industry as well as our perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate in these circumstances. We believe these judgments are reasonable, but you should understand that these statements and our financial projections are not guarantees of performance or results, and our actual results could differ materially from those expressed in the forward-looking statements and the following financial projections due to a variety of important factors, both positive and negative. Many factors could affect our actual financial results and could cause actual results to differ materially from those expressed in the forward-looking statements, including, without limitation, those risks and uncertainties discussed in the “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” sections of the information statement included as an exhibit to the Form 10 filed with the SEC by Hertz Rental Car Holding Company, Inc. (“Form 10”). In light of these risks, uncertainties and assumptions, the forward-looking statements contained in this presentation might not prove to be accurate and you should not place undue reliance upon them. All forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by the foregoing cautionary statements. All such forward-looking statements speak only as of the date made, and we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

In addition, this presentation includes certain “non-GAAP financial measures” within the meaning of SEC Regulation G. Definitions of these terms as well as a reconciliation of the differences between these measures with the most directly comparable financial measures calculated in accordance with GAAP can be found in the appendix section of this presentation.

The Company competes globally in many diverse markets. References to "market" or "share" data are management estimations based on a combination of internal and external sources and assumptions. They are intended only to assist discussion of relative performance. No conclusion has been reached or should be reached regarding a "geographic market" or “market share,” as such terms may be used or defined for any economic, legal or other purpose.

Accounting Methodology

HERC full year 2015 and Q1 2016 operating results were reported as a business segment in the Hertz Global Holdings, Inc. ("Hertz") Form 10-K filed on February 29, 2016 (as amended, the "Hertz 10-K") and Form 10-Q filed on May 9, 2016, respectively. Financial results of HERC's indirect parent, HERC Holdings Inc., are required to be reported in the Form 10 Information Statement as part of the separation of the Hertz rental car business and the Hertz equipment rental business on a carve out basis as a standalone entity. Full year 2015 results were filed as an amendment to the Form 10 on April 18, 2016. The financial results for 2015 included in this presentation are based on the Form 10 presentation, unless otherwise noted. This also results in full year 2015 amounts that differ from the results reported in the segment discussion in the Hertz 10-K. For more information, please review the Information Statement which is available on the home page of the Hertz investor relations page at: http://ir.hertz.com.

Also, please note that due to rounding, the sum of certain numbers may not equal the totals presented and certain percentage calculations may not precisely recalculate.

Today's Presenters

Larry Silber
President and
Chief Executive Officer

Bruce Dressel
Chief Operating Officer

Barbara Brasier
Senior Vice President and
Chief Financial Officer

Elizabeth Higashi
Vice President,
Investor Relations

Herc Rentals Overview

Unique Opportunity to Build Value

Strong brand recognition and reputation – 50+ years

Attractive long term industry fundamentals

Strategically positioned to generate above market growth

Significant opportunity for operational and financial improvement

Strong asset base including $3.5 billion of OEC

Commitment to disciplined capital management

Industry savvy and experienced leadership team

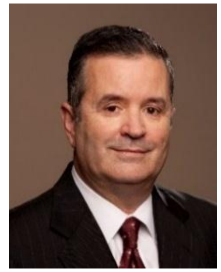
Highly Experienced Leadership Team

EXECUTIVE LEADERSHIP
CEO, COO & CIO Have More Than 30 Years of Equipment Industry Experience

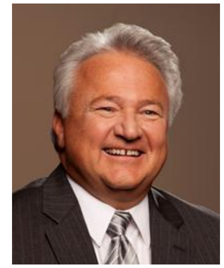
Larry Silber
CEO
35+ years

Barbara Brasier
CFO
30+ years

Bruce Dressel
COO
30+ years



Chris Cunningham
CHRO
30+ years



Richard Marani
CIO
30+ years

Maryann Waryjas
CLO
30+ years

Senior Staff Average Over 20 Years of Equipment and Related Industry Experience

Carlo Cavecchi	Paul Dickard	F. Jay Early	Elizabeth Higashi	Charles Miller	Nancy Merola	Jason Oosterbeek
VP, Specialty Solutions	*VP, Communications*	*VP, Strategy & Business Development*	*VP, Investor Relations*	*VP, Operations*	*VP, Chief Accounting Officer*	*VP, Pricing & Sales Strategy*
20+ years	*25 years*	*20+ years*	*30+ years*	*30+ years*	*30+ years*	*15+ years*

Regional Vice Presidents - Average of 24 Years of Industry Experience

Industry savvy and experienced leadership team

Quick Actions Result in Accelerating Profitability

Organizational Redesign

- Aligned sales, fleet and operations
- Established independent Specialty Solutions Group
- Hired industry savvy leadership team

Fleet Optimization

- Focused on premium brands
- Reduced supplier count by 40%
- Created ProContractor Tool program
- Expanded Specialty Solutions business

Revenue Growth and Operational Efficiencies

- Increased focus on local accounts and regional density
- Opened three new greenfield locations
- Implemented operating model to reduce FUR
- Focused on new ancillary revenue opportunities

Sales Effectiveness

- Expanded sales force and optimized sales territories
- Salesforce.com implemented
- Aligned compensation to drive behaviors
- Implemented Optimus pricing system

Adj. Corp. EBITDA [1] (YOY % Δ)	1Q '15	2Q '15	3Q '15	4Q '15	1Q '16
Excluding Upstream Oil & Gas	**7%**	**7%**	**11%**	**21%**	**14%**
Total Adjusted Corporate EBITDA	(7)%	(8)%	(3)%	0%	(4)%

Rapid action to strengthen organization, fleet, and sales effectiveness accelerated quarterly growth

1 Data is based on constant FX rates as of December 31, 2015 and excludes France and Spain operations sold in October 2015, as reported on a segment basis of Hertz Global Holdings.

Reinvigorated Organization With a Customer-Centric Culture and Increased Focus on Operating Efficiency and Safety

Our *Vision*

We aspire to be the supplier, employer and investment of choice in our industry.

Our *Values*

We do what's right.
We're in this together.
We take responsibility.
We achieve results.
We prove ourselves every day.

Think Safety!

Our *Mission*

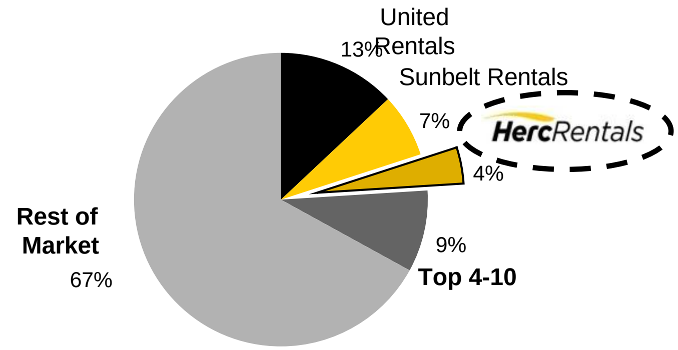
To ensure that end users of our equipment and services achieve optimal performance safely, confidently, and cost-effectively.

Company Overview

Company Snapshot

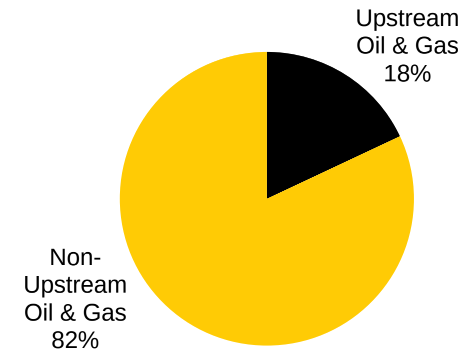
- One of the leading North American equipment rental companies
- Approximately 280 locations globally
- 4% market share in a highly fragmented market
- $1.6 billion in total revenue [1] (2015)
- $3.5 billion in fleet (OEC)
- ~ 4,500+ employees

N.A. Market Share [2]

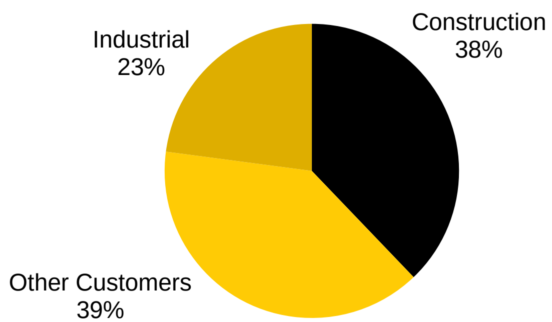


2015 Market Size: ~$47 billion

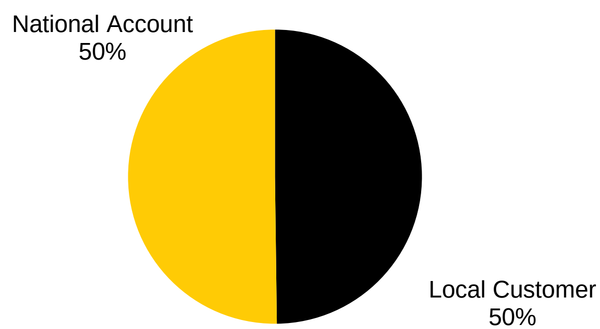
Revenue by Market [3]



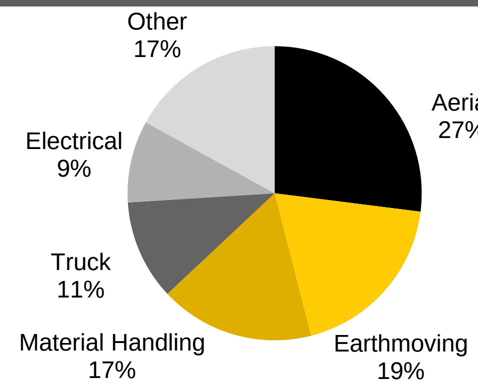
Business Mix by Revenue[1]



Customer Mix [4]



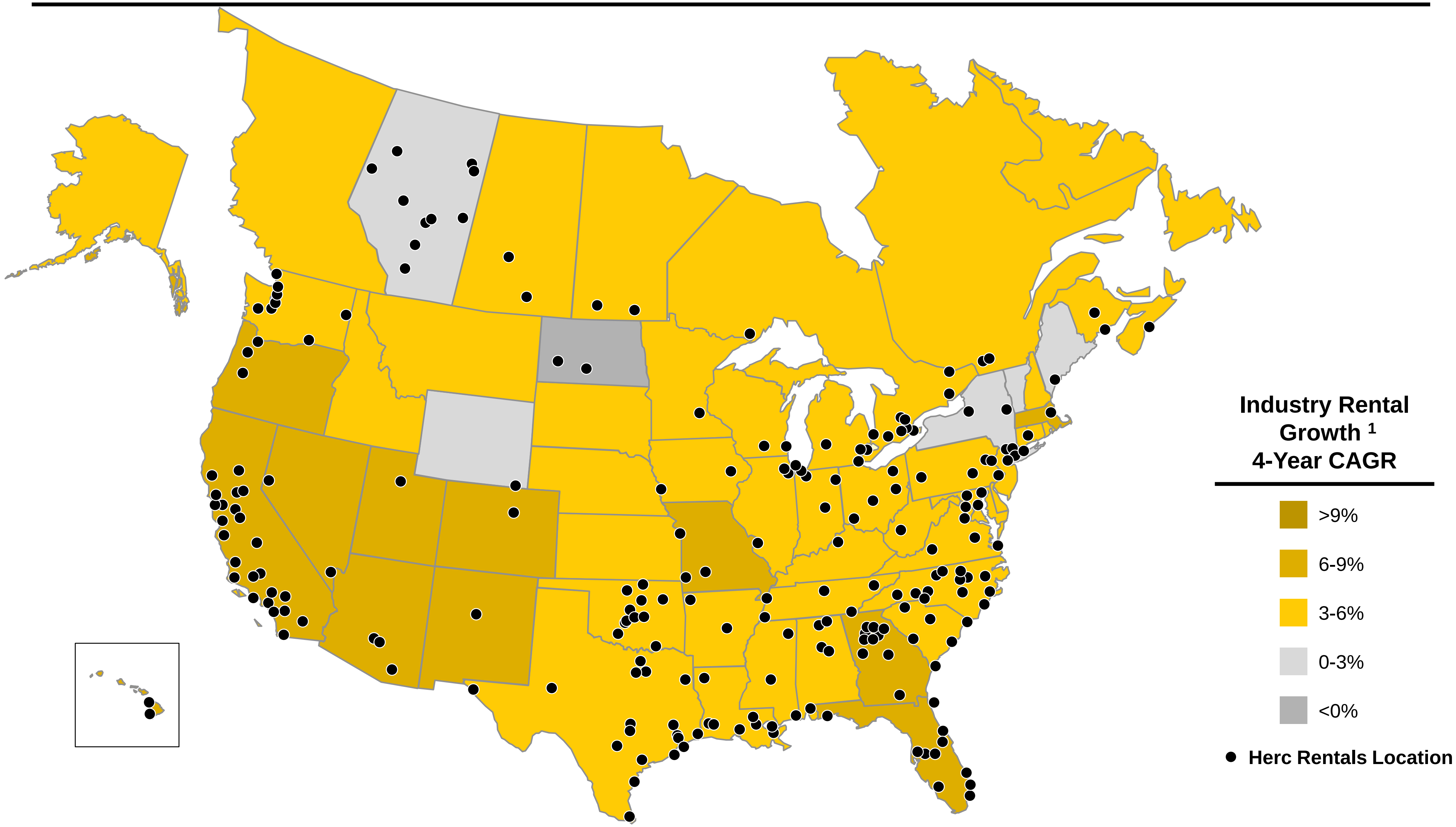
Fleet Mix by OEC [5]



Herc Rentals is a diversified equipment rental company with a balanced business profile

1 2015 revenue excludes operations in France and Spain sold in October 2015.
2 Company estimates on North America (N.A.) market based on data from American Rental Association (ARA), IHS Global Insight, Rental Equipment Register (RER), Jefferies and competitors' public presentations.
3 1Q-2016 data represents upstream oil & gas and non-oil & gas branch markets 4 FY 2015 N.A. rental revenue. 5 1Q-2016 average fleet original equipment cost (OEC).

Market Leader with Significant Scale and Broad Footprint in North America



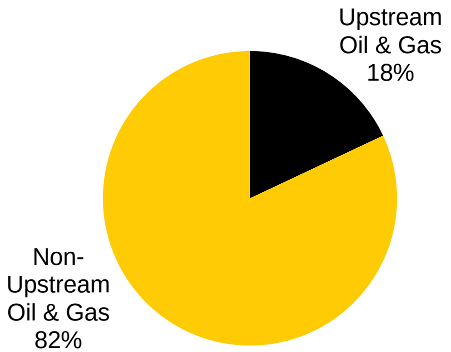
Strong presence in growing regions

1 IHS Global Insight (April 2016)
2 International operations are located in the United Kingdom, China, Saudi Arabia and Qatar.

HercRentals™

Addressing Weakness in Oil & Gas Markets

Oil & Gas as a % of Revenue[1]



Revenue Trends[1]

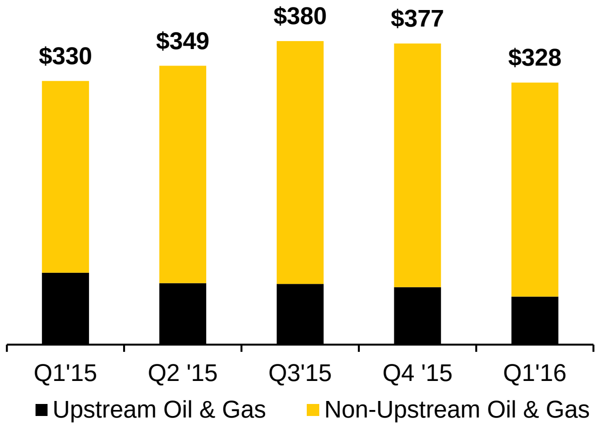
YoY % Change	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16
Total Excluding Upstream Oil & Gas	+11%	+13%	+13%	+13%	+12%
Upstream Oil & Gas	(13%)	(24%)	(26%)	(33%)	(33%)

Actions Taken

- Significant restructuring actions taken in Canada and Central regions to address upstream oil & gas weakness
- Disposed or redeployed ~$150 million in assets in 2015

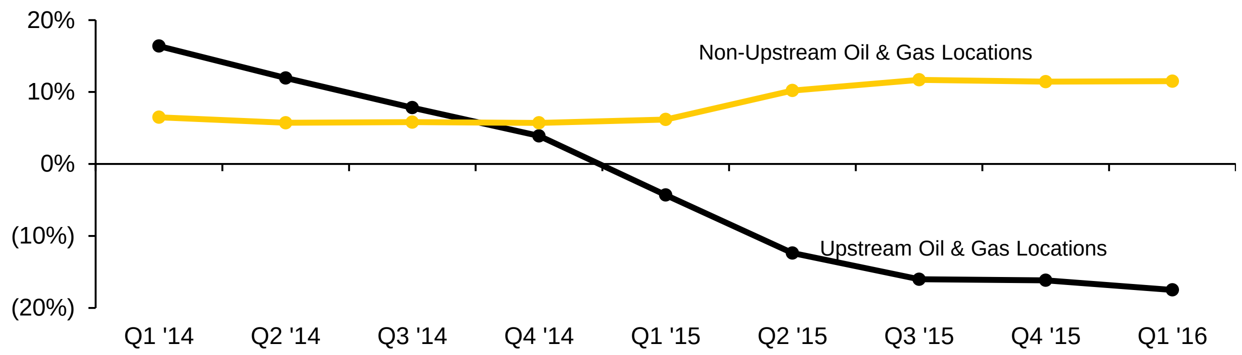
Revenue Mix[1]

$ in millions



Fleet Evolution[1]

(YoY% Change in OEC by Quarter)

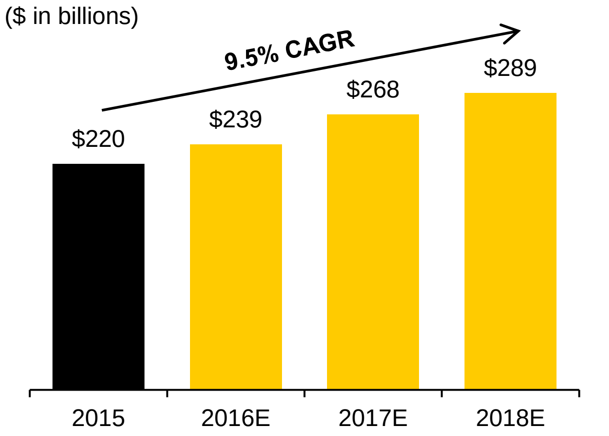


Quick actions taken to reduce fleet and control costs in upstream oil & gas branch markets

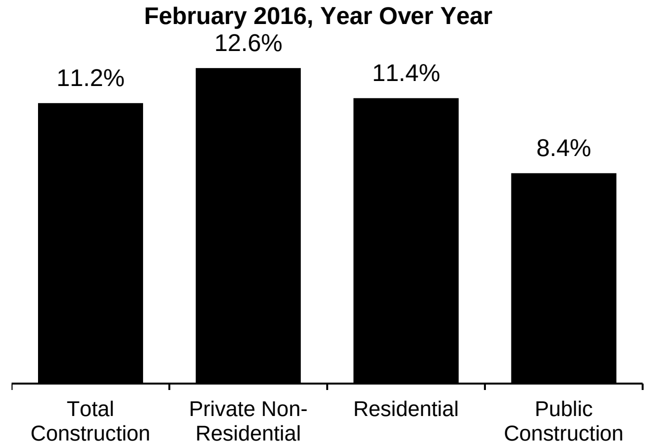
1 HERC reported as a segment of Hertz Global Holdings, on a constant FX rate basis as of December 31, 2015, and excluding France and Spain operations sold in October 2015. Revenues are broken out by upstream and non-upstream oil & gas branch markets. Oil & Gas as % of Revenue is based on 1Q 2016 data.

Construction and Industrial Outlook Positive

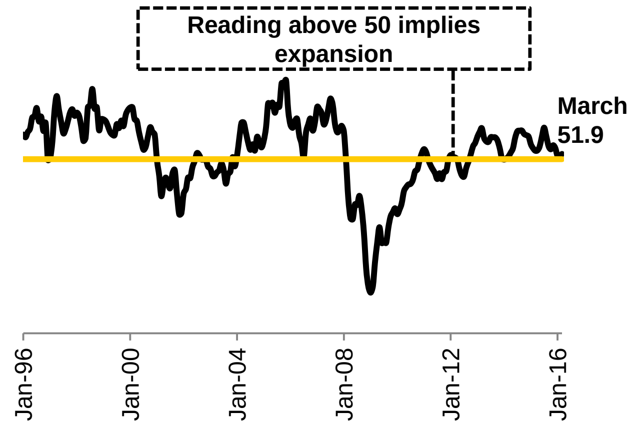
Non-Residential Starts [1]



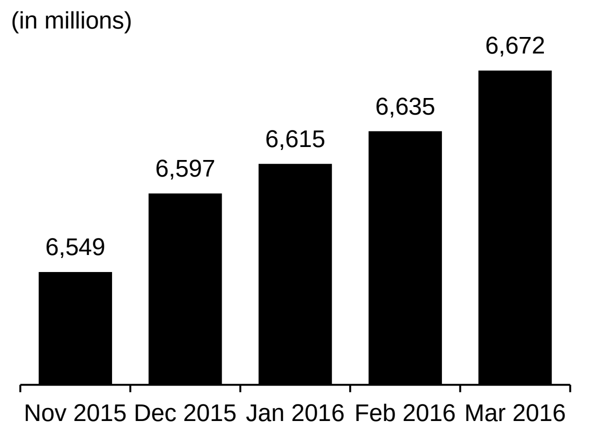
Construction Put in Place [2]



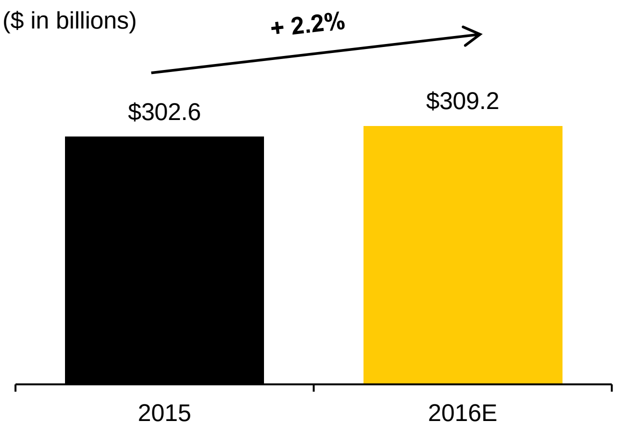
Architecture Billings Index [3]



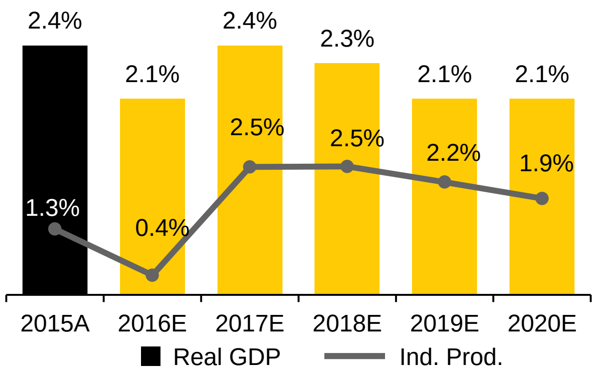
Construction Employment [4]



Industrial Spending [5]



Industrial Production & GDP [6]



Construction and industrial markets expected to grow

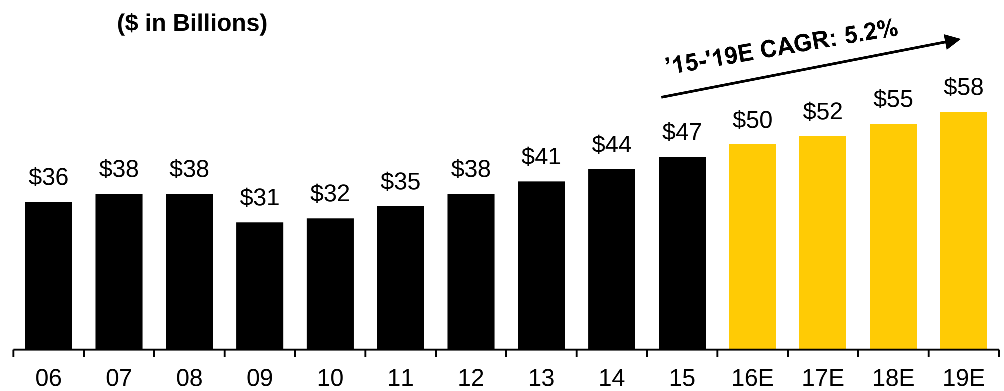
1 Dodge Analytics.
2 U.S consensus, not seasonally adjusted.
3 The American Institute of Architects (AIA), rolling 3 month average of billings.
4 Bureau of Labor Statistics, all construction employment.
5 Industrial information resources.
6 U.S. Federal Reserve Board of Governors and Oxford Economics.

Strong Secular Equipment Rental Industry Growth Provides Unique Opportunity

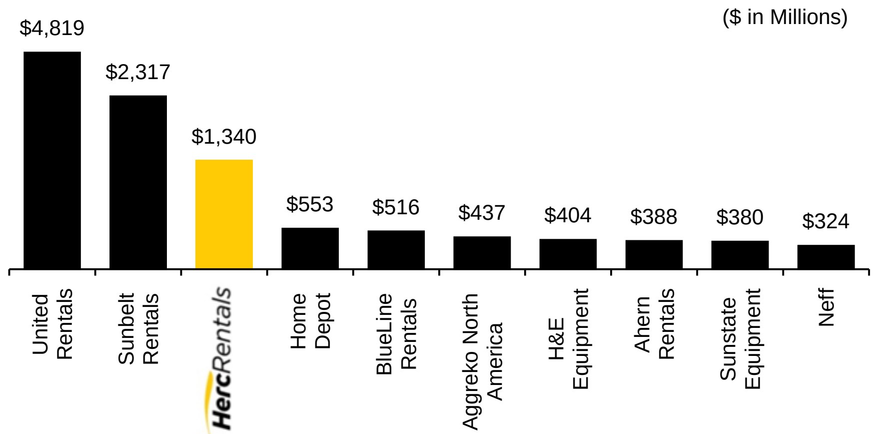
Key Takeaways

- **Market dynamics favor growing trend of customers renting vs. owning equipment**
  - **Frees up capital**
  - **Provides flexibility to adjust operations and cost base**
  - **Allows third party to fulfill fleet lifecycle management function**
  - **Outsource repair and maintenance of fleet**
- **Herc benefits from a fragmented market and the advantage of scale**

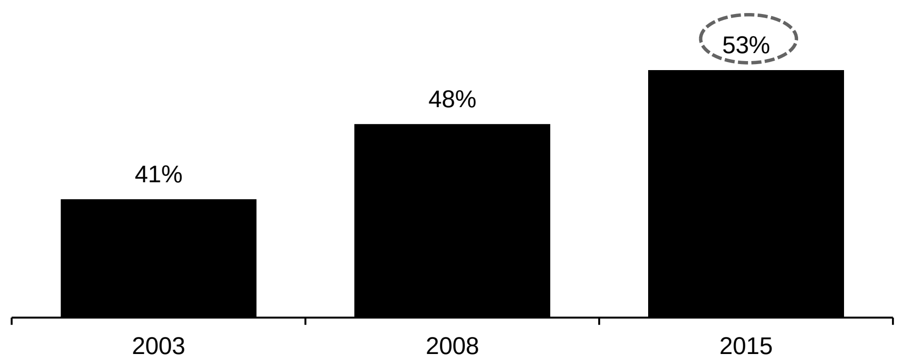
North American Equipment Rental Market[1]



Top 10 Equipment Rental Companies[3]



North American Rental Penetration[2, 4]



Strong market growth and further penetration of rental solutions expected to continue

1 IHS Global Insight, excludes Party & Event data.
2 Source: ARA.
3 Source: As reported by RER 100: Top Rental Equipment Companies of 2014 ranked by revenue.
4 Rental Penetration is defined as the percent of first cost equipment sold direct to rental companies vs other end users.

Herc Rentals Path Forward

The Path Forward

Expand and Diversify Revenues	*Improve Operating Efficiencies*	*Enhance Customer Experience*
○ Broaden customer base ○ Expand products and services ○ Increase density in large urban markets ○ Grow branch revenues through price management and ancillary services	○ Improve vendor management and fleet availability ○ Drive operating performance through higher margin mix and volume ○ Focus on safety, labor productivity and reduction of warranty and labor costs	○ Provide premium products and services ○ Introduce innovative technology solutions • Enable mobility • Enhance fleet monitoring

HercRentals™

Broaden N.A. Customer Base

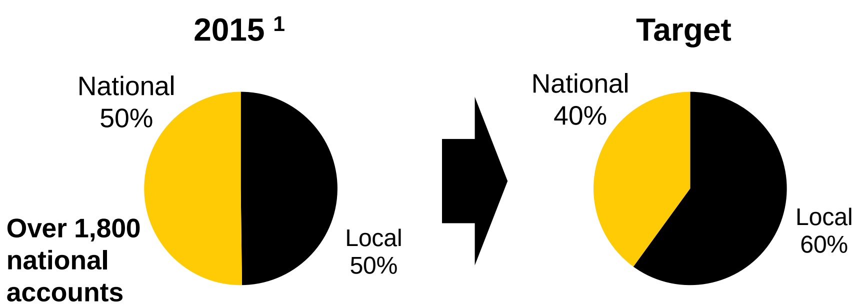
Sales Force Effectiveness

- Optimize territories
- Align compensation with initiatives
- Salesforce.com rollout
- Utilize price guidance tool
- Increase “Boots on the ground”

Attract New Customers

- Focus on higher return customer mix
- Target new account generation
- Further penetrate local customer base
- Align sales initiatives with fleet strategy
- Focus on Specialty Solutions and ProContractor

Target Revenue Profile



Initiatives are Driving Growth (1Q ‘16 vs 1Q ’15) [2]

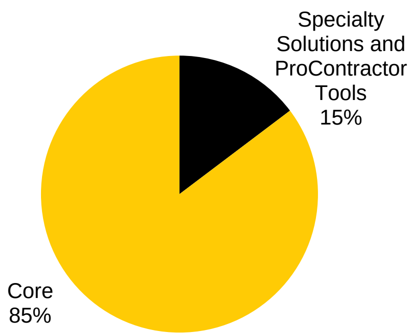
New Customer Accounts	↑ 40%
New Account Revenue	↑ 20%
Total Revenue excluding Upstream Oil & Gas Markets	↑ 12%

National accounts provide strong and stable base. Strategic sales initiatives are already delivering improved revenue, margins and utilization

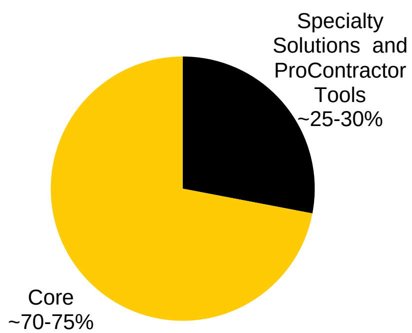
1 FY 2015 rental revenue.
2 Represents HERC segment results on a constant FX rate basis for 1Q 2016 on a YoY basis

Expand Products and Services to Drive Higher Revenue and Margin

2015[1]



Target[1]



Comparative Estimated Revenue and $ Utilization[2]

One Wheel Loader = $136,000

OEC	**$136,000**
Monthly Rate	$4,200
Time Utilization	75.0%
Est. Annual Revenue	**$37,800**
Estimated $ Ute	**28%**

Estimated Annual Revenue = $37,800

13 Floor Scrubbers = $136,500

OEC	**$10,500**
Monthly Rate	$1,600
Time Utilization	60.0%
Est. Annual Revenue	$11,520
Estimated $ Ute	**110%**

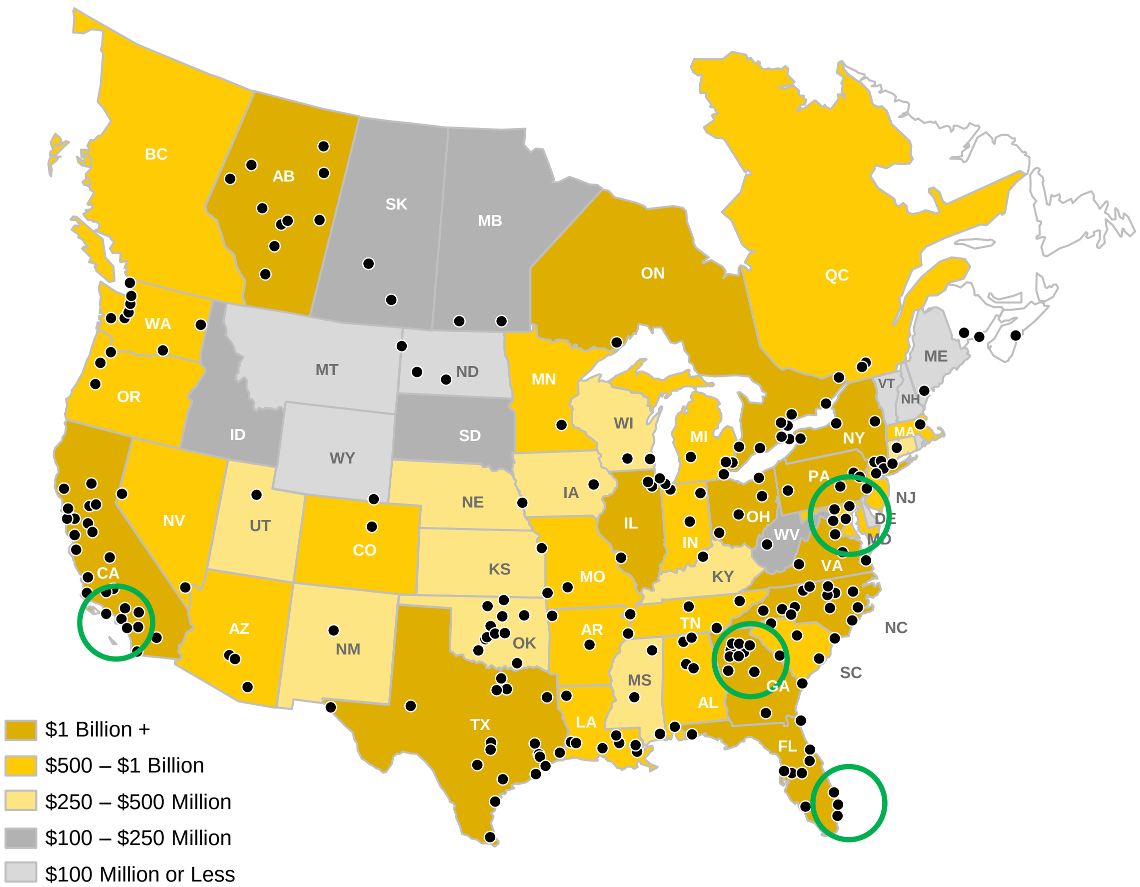
Estimated Annual Revenue = $149,760

Focused on expanding Specialty Solutions and ProContractor Tools in N.A.

1 N.A. data.
2 Industry data and estimates for rates and time utilization

Increase Density in Large Urban Markets

Herc Rentals Footprint and Market Size by State[1]



Increase Volume in Existing Branches[1]

	Market Size	HERC Share	HERC Locations	Major Competitor Locations
Southern California	$2.0 bn	3%	9	53
Atlanta	$822 mm	4%	8	49

Add Branches to Existing Markets[1]

	Market Size	HERC Share	HERC Locations	Major Competitor Locations
Washington DC / Baltimore	$1.3 bn	2%	4	52
South Florida (Miami)	$833 mm	2%	3	30

Improve fleet mix → Higher operational leverage & flow through

\+

Increase # of branches → Reach more customers and rent more fleet

Flood the zone strategy in attractive markets is expected to increase revenue & EBITDA

1 IHS Global Insight.

Improve N.A. Vendor Management and Fleet Availability

Consolidate Brands and OEMs

Lower vendor count = better leverage

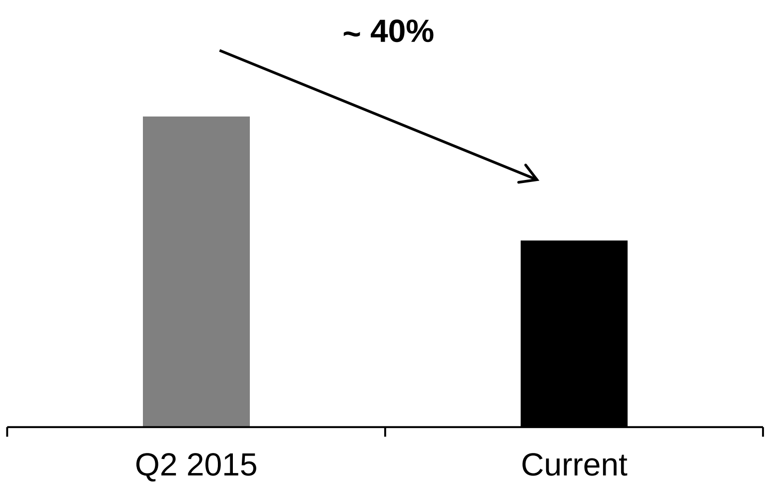
Simplification = lower operating expenses

Substantially Increased Fleet Available to Rent

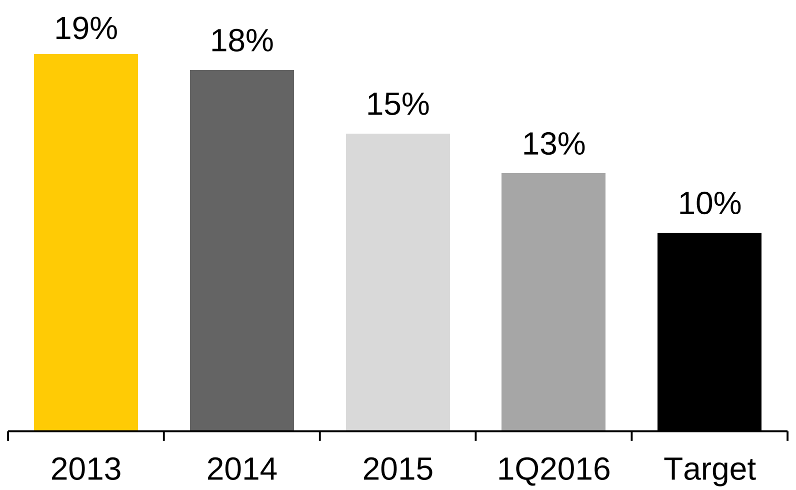
Lower FUR = lower capex and higher ROIC

1 point of FUR reduction = $35M Fleet available

of Suppliers



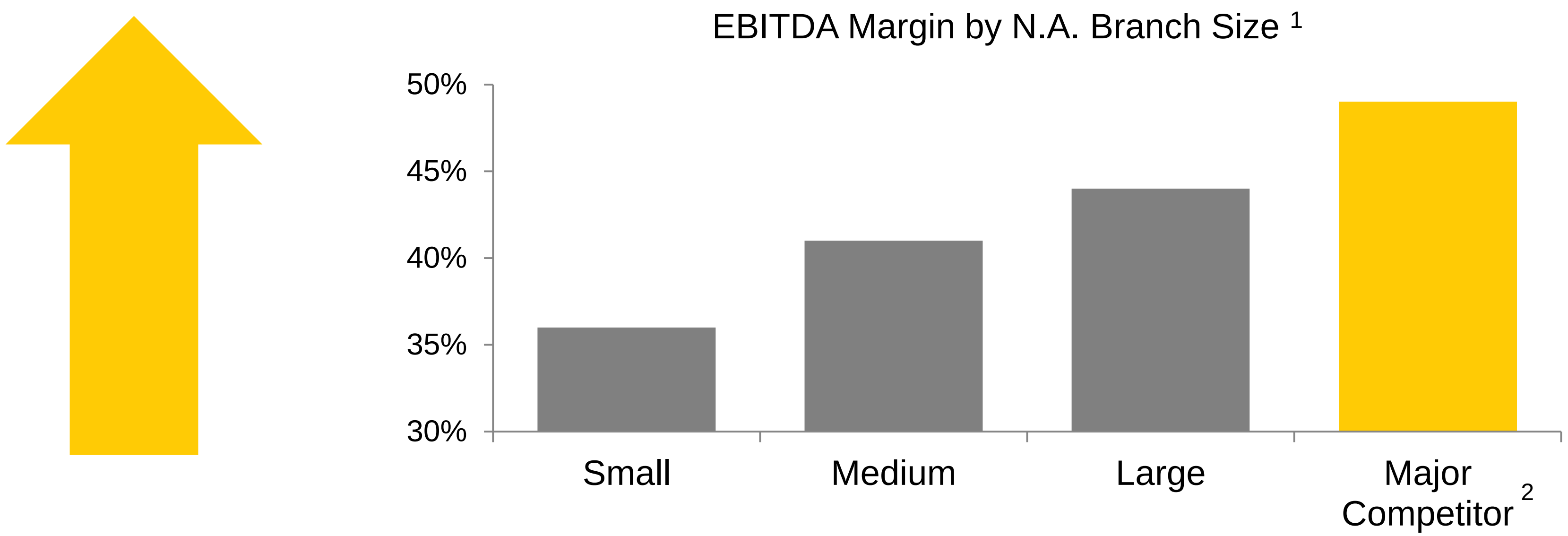
Fleet Unavailable for Rent (FUR)



Driving operational gains through buying efficiency and increased availability

Drive Operating Performance through Higher Margin Mix and Volume

Increased Volume Drives Higher Profitability – Leveraging Branch Fixed Costs



Revenue / Branch	<$2.5 Million	$2.5 - $5.0 Million	$5.0 - $10.0 Million	N/A
# of Branches[3]	**81**	**109**	**80**	**897**

Significant operating leverage in current N.A. branch footprint

1 Represents management estimates for weighted average N.A. branch EBITDA margins for FY 2015.
2 FY 2015 Adj. EBITDA margin and 4Q15 number of branches of a major competitor.
3 Branch count refers to North America.

Supplier of Choice: Efficient, Effective and Safe

Delivering Premium Products

Delivering Solutions-Based Products and Services

Consultive solutions

Subject-matter experts

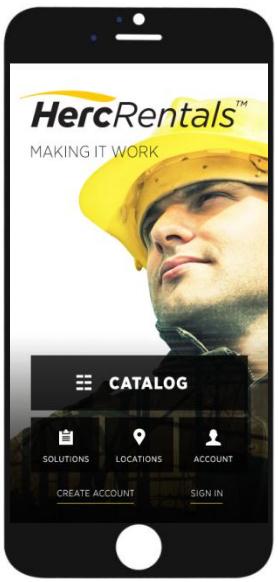
Providing Technology Solutions to Enhance Customer Experience

Best in class brands combined with a comprehensive suite of services
help customers work more efficiently, effectively and safely

Introduce Innovative Technological Solutions to Enhance Customer Service

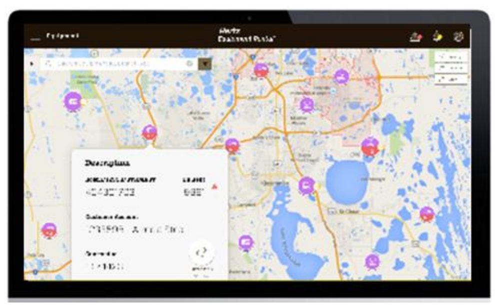
Manage From Anywhere

- Mobile App allows managing fleet from anywhere
- Features include the ability to make reservations, view online catalog with rates, locate used equipment, find a branch and get directions



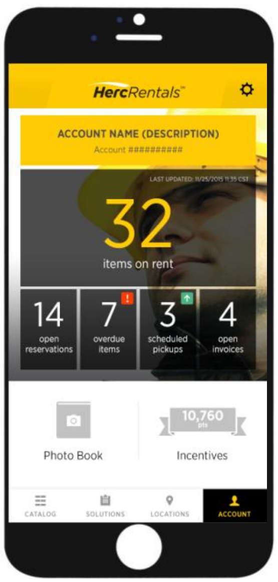
Track Equipment Easily

- Telematics upgrade targeted for mid-summer 2016
- Customer benefits include location information and fuel alerts
- Internally, provides performance monitoring, service alerts, pick up location, revenue recovery



Account Management

- Customer dashboard reporting
- Services include the ability to create a new account, extend/release equipment, schedule pickups, see open reservations and open invoices



Integrated technology solutions to enhance customer solutions

Key Initiatives to Fuel Profitability

Improvement Opportunity	Initiatives underway
Shift Equipment Portfolio Mix	✓ Adding Specialty and ProContractor equipment to fleet expected to improve $ utilization
Ancillary Revenue	✓ Driving transportation, Rental Protection Plan and other ancillary revenue
Branch Density / Scale	✓ Maximizing operational leverage
Canada Restructuring	✓ Improving Field Labor productivity in O&G and Non O&G markets
Leverage Buying Power	✓ Realizing procurement savings through vendor consolidation
Price and Yield	✓ Utilizing proprietary tool to maximize yield
Operational Efficiency	✓ Reducing internal and external repair costs, improving warranty recovery, and increasing productivity

New initiatives expected to improve EBITDA margins

Financial Overview

Financial Policy – Guiding Principles

Capitalize on Market Growth

Re-invest in Business to Grow Scale and Density

Focus on Improving Margins and Returns

Exercise Disciplined Capital Allocation

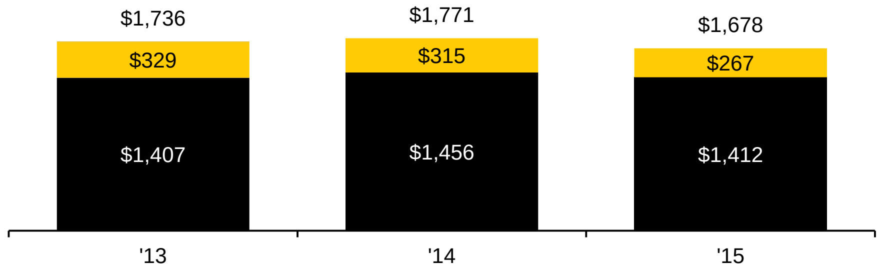
Pursue Operating Strategy that Enables
Flexibility and Cost Management in All Market Conditions

Maintain Sufficient Liquidity and Prudent Leverage
(Target 2.5x – 3.5x leverage over the cycle)

Historical Financial Profile – Form 10 As Reported

Total Revenue

$ in millions



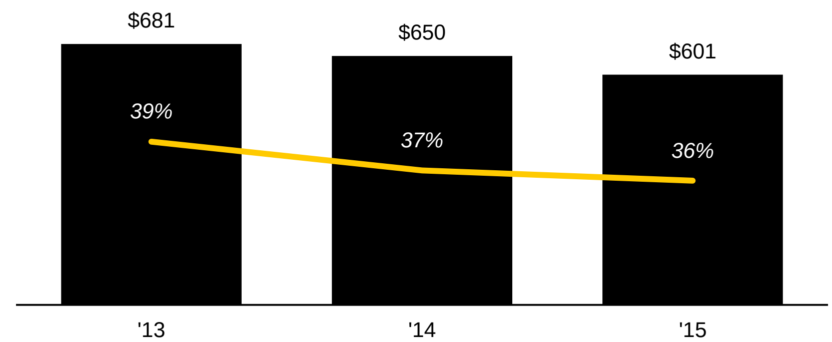
% Revenue Growth

	'13	'14	'15
Rental	*12%*	*3%*	*(3%)*
Total	*8%*	*2%*	*(5%)*

Equipment Rental   Sale of Equipment, Service and Other

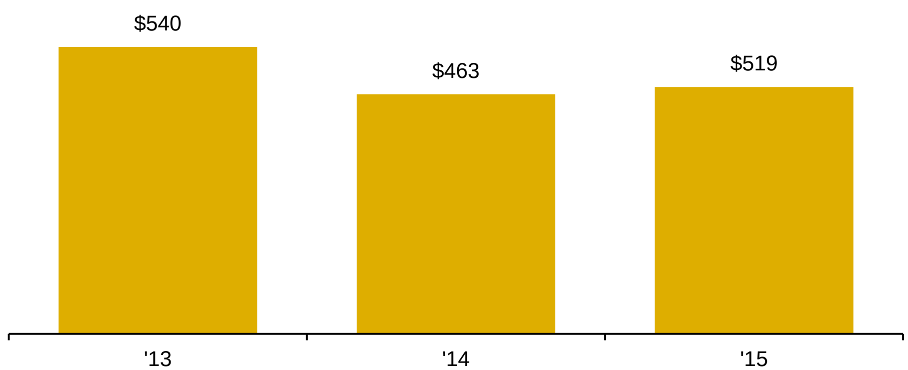
Adj. EBITDA (% Margin)

$ in millions



Net CapEx [1]

$ in millions



Select Operating Data

	2013	2014	2015
Same store revenue growth[2]	10.0%	5.0%	(1.0)%
Dollar utilization	37.0%	36.0%	35.0%
Time utilization	65.0%	64.0%	64.0%

1 Includes fleet and non-fleet CapEx

2 Same-store revenue growth is calculated as the year-over-year change in revenue for locations that are open at the end of the period reported and have been operating under our direction for more than twelve months. The same-store revenue amounts are adjusted in all periods to eliminate the effect of fluctuations in foreign currency. Our management believes eliminating the effect of fluctuations in foreign currency is appropriate so as not to affect the comparability of underlying trends.

Quarterly Growth: Revenue and Adjusted Corporate EBITDA Excluding Upstream Oil & Gas, Improved Each Quarter

Revenue[1] (YOY % Δ)	1Q-15	2Q-15	3Q-15	4Q-15	Q1-16
Excl. upstream oil & gas	**11%**	**13%**	**13%**	**13%**	**12%**
Total	4%	2%	2%	(1)%	(1)%

Adj. Corp. EBITDA[1] (YOY % Δ)*	1Q-15	2Q-15	3Q-15	4Q-15	Q1-16
Excl. upstream oil & gas	**7%**	**7%**	**11%**	**21%**	**14%**
Total	(7)%	(8)%	(3)%	(0)%	(4)%

1 Data is based on segment reported as a part of Hertz Global Holdings on a constant FX rates as of December 31, 2015 and excluding France and Spain operations sold in October 2015.

1Q:16: Focused on Expanding Revenue and Operational Efficiencies

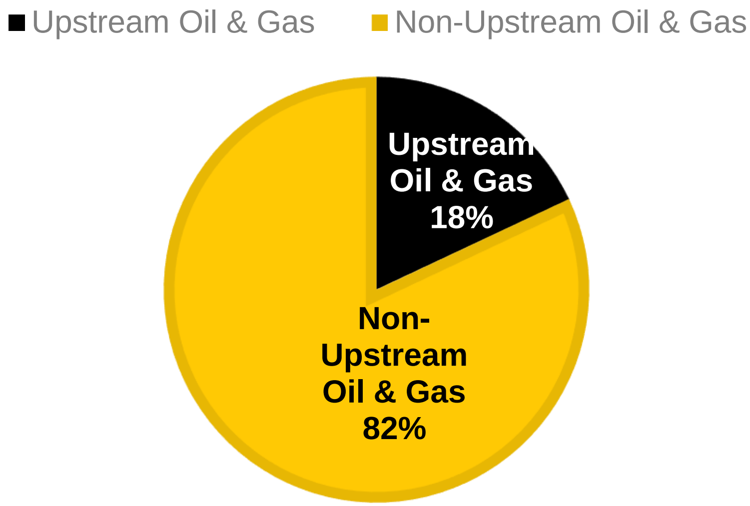
Revenue Growth and Expansion[1] – Q1:16 versus Q1:15

- Total revenues excluding upstream oil & gas branch markets increased 12%
- Worldwide pricing was flat, but pricing excluding oil & gas branch markets was up 1%
- New account revenue increased approximately 20%
- New customer accounts increased 41%
- Worldwide volume increased 1%

Operational Improvements

- Improved vendor management and fleet available for rent
- In-house equipment maintenance improved efficiency and reduced costs in the branches
- Continued to reduce costs and expenditures in upstream oil & gas markets
- Realigned fleet mix with equipment to support Specialty Solutions and ProContractor business

% Contribution to Total Revenue[2]

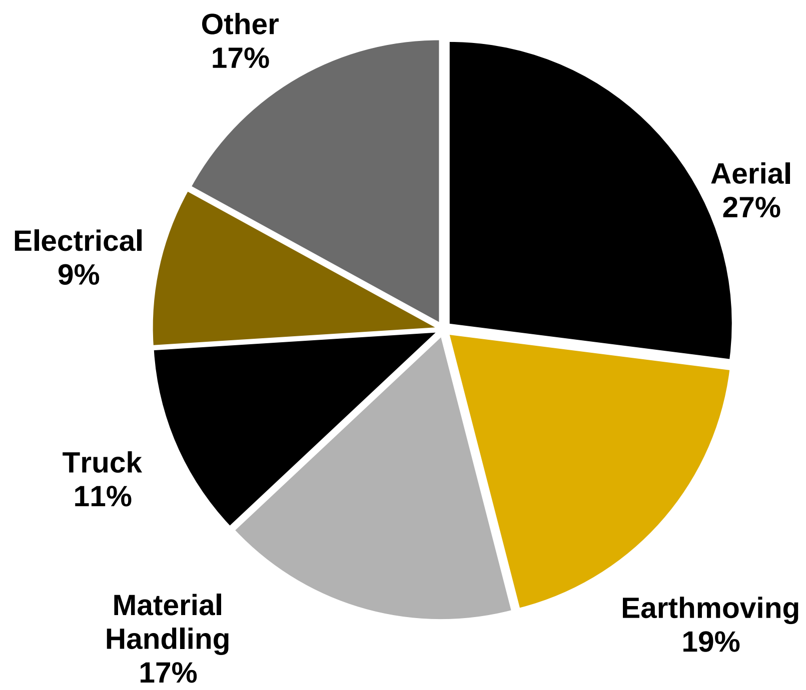


1 Data is based on segment reported as a part of Hertz Global Holdings on a constant FX rates as of December 31, 2015 excluding the results of operations in France and Spain sold in October 2015.

2 % Contribution to Total Revenue pie chart refers to upstream oil & gas and non-upstream oil & gas branch markets as of 1Q 2016.

$3.5 Billion in Fleet at an Average Age of 47 Months

Fleet Mix by OEC



1Q Capital Expenditures

- Positive $6 million net fleet capex

Average fleet original equipment cost (OEC) as of March 31, 2016.

2016 Segment Guidance

WW HERC 2016 Guidance[1]

Segment Adjusted Corporate EBITDA: $600 to $650M

Estimated Annual Stand-Alone Public Company Costs: $35 to $40M

Net Fleet CapEx: Approximately $375 to $425M

1 The guidance presented herein speaks only as of May 10, 2016 and shall not be deemed to be a reiteration or affirmation of the guidance or an indication that the Company's expectation have not changed since that time.

RAC and HERC Remain On Track for mid-2016 Separation

- **Form 10 Update**
  - Initial Form 10 filed 12/21/15
  - Amendment #1 filed 2/4/16
  - Amendment #2 filed 4/18/2016: included FY:15 results
- **Operational Readiness Update**
  - Senior leadership team in place
  - Prospective Board of Directors recruiting on track
  - Rating agency meetings completed
- **Timing Update**
  - Targeting mid-year 2016 completion

Our Vision

Supplier of Choice
Employer of Choice
Investment of Choice

Appendix

Glossary of Terms

1. **OEC:** Original Equipment Cost; the cost of the asset at the time it was first purchased

2. **Fleet Age**: The OEC weighted age of the entire fleet

3. **Time Utilization:** Percentage of time an equipment unit is on-rent during a given period

4. **Dollar Utilization ($ Ute):** Dollar utilization means revenue derived from the rental of equipment divided by the original cost of the equipment (OEC) including additional capitalized refurbishment costs (with the basis of refurbished assets reset at the refurbishment date).

5. **Pricing:** Change in pure pricing achieved in one period vs another period. This is applied both to year-over-year and sequentially. Rental rates are calculated based on the category class rate variance achieved either year-over-year or sequentially for any fleet that qualifies for the fleet base and weighted by the prior year revenue mix.

6. **EES:** Environmental & Emissions Surcharge

7. **RPP:** Rental Protection Program

8. **ROIC:** Latest 12-months After-Tax Adjusted Net Income and 5 pt. Average Invested Capital (ex. Intangibles, Goodwill, Inter-company Receivables & Payables, Investment in Subs and Deferred Tax Liabilities).

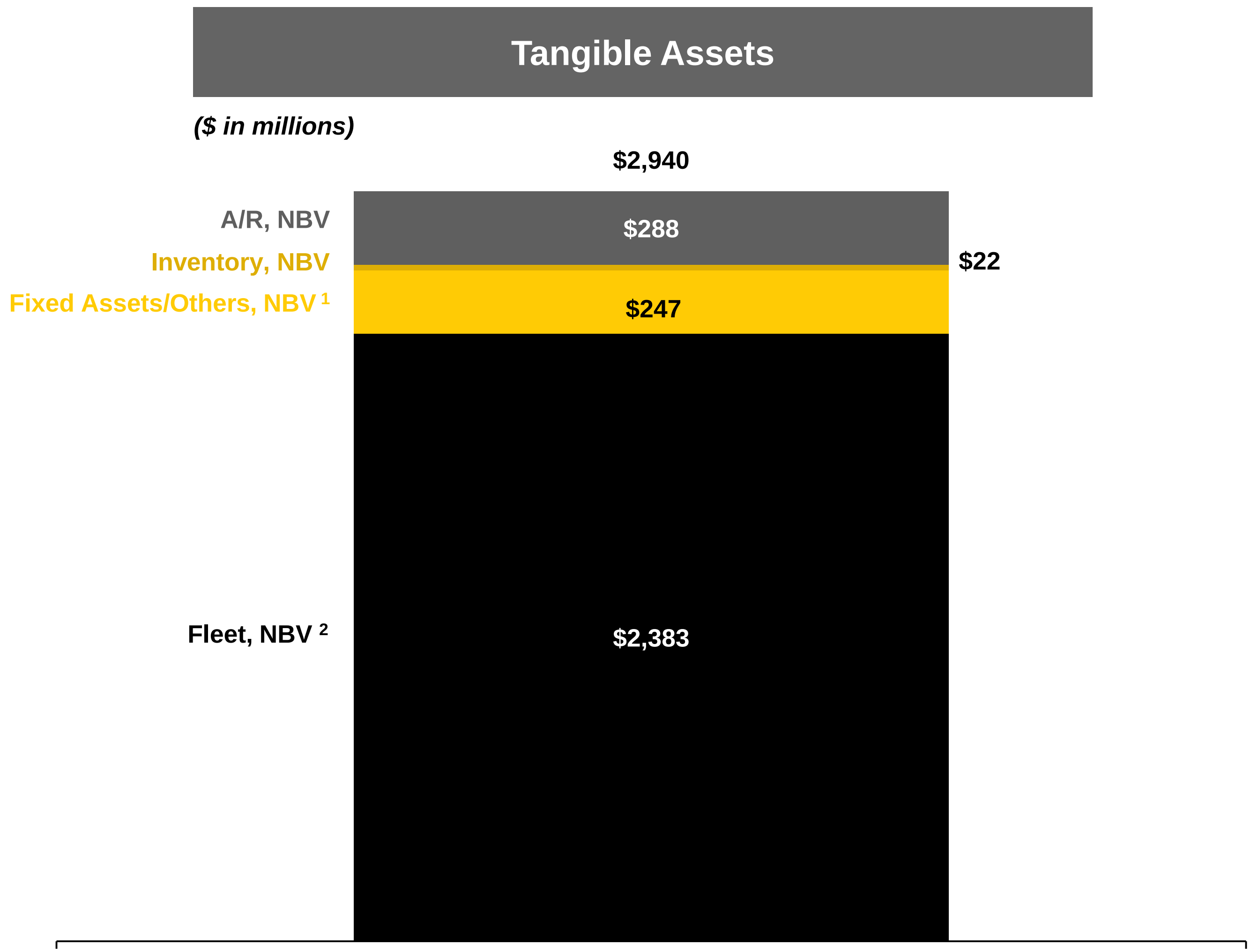
Glossary of Terms – continued

9 **EBITDA:** The sum of net income, provision for income taxes, interest expense, net, depreciation of revenue earning equipment and non-rental depreciation and amortization.

10 **Adjusted EBITDA:** EBITDA plus the sum of the merger and acquisition related costs, restructuring and restructuring related charges, spin-off costs, stock based compensation charges, loss on extinguishment of debt, and impairment charges.

10 **Adjusted EBITDA Margin:** Adjusted EBITDA divided by Total Revenue

Valuable and Diverse Asset Base



HERC maintains a substantial asset base supported by a diverse fleet mix

Note: As of December 31, 2015. NBV denotes Net Book Value.
1 Other Fixed Assets / Others include Net PP&E only.
2 Fleet includes Net Revenue Earning Equipment.

Non-GAAP Reconciliation

$ in Millions

	2013	2014	2015
Net Income	**$ 98.1**	**$ 89.7**	**$ 111.3**
Provision for taxes on income	55.0	54.8	45.6
Interest expense, net	72.9	41.4	32.9
Depreciation of revenue earning equipment	325.3	340.0	343.7
Non-rental depreciation and amortization	68.9	75.1	77.2
EBITDA	**$620.2**	**$601.0**	**$610.7**
Restructuring and restructuring related charges	11.7	8.5	12.3
Spin-off costs	–-	28.3	25.8
Stock-based compensation charges	5.3	1.4	2.7
Loss on extinguishment of debt	39.4	0.8	–-
Impairment charges	–-	9.6	–-
Gain on disposal of business	–-	–-	(50.9)
Other	3.9	–-	–-
Adjusted EBITDA	**$680.5**	**$649.6**	**$600.6**
Adjusted EBITDA Margin	***39%***	***37%***	***36%***

Please refer to the Information Statement Amended on April 18, 2016 for more details.

Executive Biographies

Lawrence H. Silber

President and Chief Executive Officer

Mr. Silber joined HERC in May 2015. Mr. Silber most recently served as an Executive Advisor at Court Square Capital Partners, LLP. Mr. Silber led Hayward Industries, one of the world's largest swimming pool equipment manufacturers as COO from 2008 to 2012, overseeing a successful transition through the recession returning the company to solid profitability. From 1978 to 2008, Mr. Silber worked for Ingersoll Rand in a number of roles of increasing responsibility. He led major Ingersoll Rand business groups including Utility Equipment, Rental and Remarketing and the Equipment and Services businesses. Earlier in his career, he led Sales, Marketing and Operations functions in the company's Power Tool Division and Construction and Mining Group. Mr. Silber served on the board of directors of SMTC Corporation (and for a time served as its interim President and CEO), the advisory board of Weiler Corporation, and currently serves on the board of Pike Electric Corporation, Inc. Mr. Silber earned his Bachelor of Arts degree from Rutgers College, The State University of New Jersey and also attended executive development programs at Harvard Business School, The University of Chicago's Booth Business School and a co-sponsored program between Ingersoll Rand and Duke Fuqua School of Business.

Barbara L. Brasier

Senior Vice President and Chief Financial Officer

Ms. Brasier joined HERC in November 2015 from Mondelez International, Inc. (formerly Kraft Foods, Inc.), where she served as Senior Vice President, Tax and Treasury since October 2012, when Mondelez spun off Kraft Foods Group, Inc. Ms. Brasier served as the Senior Vice President and Treasurer of Kraft Foods Inc. from October 2011 to September 2012 and from April 2009 to December 2010 and Senior Vice President, Finance of Kraft Foods Europe from December 2010 to October 2011. Prior to Kraft, Ms. Brasier was a Vice President and Treasurer of Ingersoll Rand from April 2004 to June 2008 and held roles of increasing responsibility at Mead Corporation and MeadWestvaco from June 1984 to March 2004. Ms. Brasier started her career in accounting at Touche Ross, now Deloitte & Touche, LLP. She received a BS in Accounting from Bowling Green State University and an MBA from the University of Dayton, Dayton, Ohio. Ms. Brasier is a Certified Public Accountant (inactive).

James Bruce Dressel

Chief Operating Officer

Mr. Dressel joined HERC in June 2015, bringing with him significant expertise in the equipment rental industry and more than 30 years of experience in various leadership and senior management roles. Mr. Dressel served as President and CEO of Sunbelt Rentals, Inc. from February 1997 to July 2003, where he grew the company from 24 to 195 locations and expanded equipment rental offerings. Prior to Sunbelt, Mr. Dressel spent the first 12 years of his business career building a privately held service business that was acquired by Sunbelt in 1996. Following Sunbelt, Mr. Dressel held roles of increasing responsibility, including serving as Chief Sales Officer, for ADS, Inc., a provider of industry leading equipment and logistics support solutions to the Department of Defense and other federal agencies. Since 2013, Mr. Dressel has been consulting within the equipment rental industry.

Executive Biographies - continued

Maryann A. Waryjas

Senior Vice President , Chief Legal Officer and Secretary

Ms. Waryjas joined HERC in November 2015 from Great Lakes Dredge & Dock Corporation, one of the largest providers of dredging services in the United States. At Great Lakes, Ms. Waryjas served as Senior Vice President, Chief Legal Officer and Corporate Secretary from August 2012 to November 2015. From 2000 until joining Great Lakes, Ms. Waryjas was a partner at the law firm of Katten Muchin Rosenman, LLP, where she most recently was co-chair of the firm's Corporate Governance and Mergers and Acquisitions Practices. Ms. Waryjas served two consecutive terms on Katten's Board of Directors. Prior to Katten, Ms. Waryjas was a partner at the law firms of Jenner & Block LLP and Kirkland & Ellis LLP. Ms. Waryjas received her B.S. degree, magna cum laude, from Loyola University and her J.D. degree, cum laude, from Northwestern University School of Law.

Christian J. Cunningham

Senior Vice President and Chief Human Resources Officer

Mr. Cunningham joined HERC in September 2014 from DFC Global Corporation where he served as Vice President, Corporate HR and HR Services since June 2013 with global responsibility for all human resource matters for corporate staff. Previously Mr. Cunningham held the position of Vice President, HR, Compensation and Benefits at Sunoco Inc. and Sunoco Logistics from 2010 to 2013. Prior to Sunoco, Mr. Cunningham served at ARAMARK as Vice President, Global Compensation and Strategy (2008 to 2010); at Scholastic Inc. as Vice President, Compensation, Benefits and HRIS (2006 to 2007); and at Pep Boys as Assistant Vice President, Human Resources (2005 to 2006). Previously Mr. Cunningham held director and regional managerial positions, in roles with increasing levels of responsibility at Pep Boys (1995 to 2005) and Tire Service Corporation, Inc. (1985 to 1995). Mr. Cunningham earned his Master of Business Administration from the Wharton School, University of Pennsylvania, and a Bachelor of Arts degree in Behavioral Science and Psychology from the same university.

Richard F. Marani

Senior Vice President and Chief Information Officer

Mr. Marani joined HERC in June 2015. Mr. Marani has more than 30 years of IT experience across industrial products, construction equipment, aerospace, and information technology businesses. Mr. Marani began his career at General Electric, transitioning into IT and going on to become an Information Technology Leader. Following a successful role at United Technologies, Mr. Marani joined Ingersoll Rand Corporation in 2002 as Vice President of IT, where he was responsible for the development and implementation of global IT strategies. While there, he built out IT systems in advance of the spin-off of the Compact and Utility Equipment division to Doosan Infracore, leaving with the spin to assume the IT leadership role at Doosan. After four years there he returned to Ingersoll in a senior IT leadership role, responsible for global IT strategy for a $3 billion sector of the Ingersoll Rand portfolio.

Herc Rentals Corporate History & Key Events

Growth / Consolidation | Financial Crisis | Strategic Changes | Path Forward

1965	Herc Rentals Founded
1968	• Introduced industry-first National Accounts program
1973	• Rolled out new standardized locations
1979	• Entered industrial equipment rental & leasing markets
1989	• Entered France and Spain
1992	• **New HERC President named**
1997	• **New HERC President named** • Launched HertzEquip.com
1998	• Expanded into Canada with acquisition of Certified Rentals and MATTHEWS Equipment Ltd. • Acquired BIG 4 RENTS
2000	• Acquired AA Rentals • Acquired Service Pump and Compressor
2001	• Ford acquired Hertz
2003	• Launched full-scale general rental program and facilities renovation
2004	• Energy Services Group debuted
2005	• Hertz acquired by Private Equity Consortium • Crossed 300-location milestone in U.S. and Canada
2006	• Hertz IPO • **New Hertz CEO named**
2008	• Launched industry-first online rental account management • Launched Entertainment Services • Entered China
2010	• Industry first mobile-friendly website
2011	• **New HERC President named**
2012	• Acquired CINELEASE • Acquired Brewer/DW PUMPS
2014	• **New HERC CEO named in June** • Hertz announced spin-off of rental equipment business
2015	• **Larry Silber named HERC CEO and began building new senior team and organization** • Sold operations in France and Spain

50 YEARS Hertz Equipment Rental 1965-2015 STILL BREAKING NEW GROUND

Over 50 years of outstanding legacy – strong foundation for the next chapter