

Hertz Corp, The in Travel (World)

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Abstracts

Hertz remains ranked second in the global car rental market. However, 2014 was marked by operational troubles that led to a review of the company results between 2011 to 2014, and the replacement of Hertz's CEO. With a completed financial restatement in 2015, Hertz is now focusing on the separation of its equipment rental business in 2016. In addition, Hertz has implemented a fleet renewal strategy and introduced cost reduction initiatives to optimise costs and increase operating efficiencies.

Euromonitor International's Hertz Corp, The in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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