

# Hertz Global Holdings Inc in Travel and Tourism (USA)

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## Abstracts

Hertz was over fleeted at the end of 2013 and will look to offload cars in the early part of 2014 to get the business back on the right foot. The company is also rolling out new pricing systems that will be in use across its Hertz, Dollar, Thrifty and Firefly brands. The new pricing optimisation system will allow the company to better match supply and demand, extracting the greatest possible margins. Hertz also continues to expand its off-airport insurance replacement business where Enterprise...

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