NEWS RELEASE

Hertz Car Sales Launches Online Car Buying

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Retail expansion builds on Hertz Car Sales' recent collaboration with Amazon Autos, now available nationwide

ESTERO, Fla.--(BUSINESS WIRE)-- Hertz Car Sales, which offers one of the largest selections of high-quality used vehicles direct to consumers, today announced the launch of a fully online car-buying experience at **HertzCarSales.com**. Shoppers nationwide can now browse, finance, and purchase vehicles entirely online, gaining greater confidence, transparency, and convenience through the enhanced digital platform.

Hertz Car Sales launches online car buying, building on Hertz Car Sales' recent collaboration with Amazon Autos, now available nationwide.

With this expansion, HertzCarSales.com has transformed from an online catalog into a full-service e-commerce platform. Customers can continue to browse thousands of well-maintained used vehicles for every budget, but now also get a trade-in offer, get pre-qualified to view personalized payments, view optional protection plans, and secure credit approval to finalize their purchase – all online.

"Our new e-commerce platform marks a major step forward in modernizing how we serve our customers with a seamless journey from browsing to ownership," said Gil West, Chief Executive Officer at Hertz. "By enhancing our digital capabilities, we're meeting customers where they are and giving them greater visibility into our inventory, easier purchasing processes, and broader access to quality Hertz vehicles. This also marks a critical milestone in executing our strategy to make retail our primary car selling channel."

Over the past year, Hertz has made a concerted effort to grow its retail channels, including enhancing the digital customer experience and expanding its **Rent2Buy program**, which have already contributed to record-breaking

sales performance. Enabling customers to fully transact online also builds on the recently announced collaboration with **Amazon Autos**, which allows customers to browse, finance, and schedule vehicle pickup directly through Amazon. Initially launched in four cities, it has now expanded to all Hertz Car Sales locations across the U.S. Whether on Amazon or HertzCarSales.com, Hertz is meeting customers where they are, with faster, more convenient ways to buy a car online.

Hertz Car Sales is teaming up again with NFL legend Tom Brady for a new **national ad campaign** launching October 1. Brady highlights the ease and confidence of buying a car online or at any of Hertz's 45 locations nationwide. The campaign will run across social media, digital channels, and streaming platforms.

The Hertz Car Sales Difference

Whether you're looking for a reliable commuter car, a family SUV, or a luxury ride, Hertz Car Sales makes it easy to find the right fit without the pressure. Hertz Car Sales offers top-rated pre-owned vehicles at competitive prices, often below Kelley Blue Book Suggested Retail Value, including thousands of 2025 models from Hertz's newest fleet ever. Additionally:

- Hertz Certified vehicles undergo a rigorous 115-point inspection
- Vehicles are backed by a 12-month/12,000-mile limited powertrain warranty in addition to any remaining factory new vehicle warranty coverage
- 24-hour roadside assistance, and a 7-day/250-mile buy-back guarantee*
- Flexible financing options from top lenders
- Detailed vehicle history and condition reports

To learn more, visit **HertzCarSales.com** or **https://www.hertzcarsales.com/buy-online.htm**.

*Terms apply. Visit HertzCarSales.com to learn more.

About Hertz Car Sales

Hertz Car Sales offers an extensive range of quality pre-owned cars, SUVs, and trucks at competitive prices. With 45 locations nationwide and a convenient online platform, Hertz Car Sales' commitment to quality, transparency, and customer satisfaction means no hidden fees, detailed vehicle histories and straightforward pricing. Vehicles undergo comprehensive inspections and maintenance, ensuring customers purchase reliable vehicles they can trust. Learn more at **hertzcarsales.com**.

For more information, contact: **mediarelations@hertz.com**

Source: Hertz