

Topgolf Puts Hertz in Drive as Official Rental Car Partner

The global sports entertainment company and car rental leader accelerate customer experiences with new partnership

DALLAS, Aug. 9, 2018 /PRNewswire/ -- Today, global sports entertainment leader **Topgolf®** announced **Hertz**, the leading car rental brand for frequent travelers, as a new strategic partner, providing customers across both brands with enhanced VIP entertainment and travel experiences.

"Hertz and Topgolf share a passion for delighting the guest and treating every person like a VIP. We're thrilled that Hertz is now an official business travel partner, providing special offers, novel in-venue activations and benefits for Topgolf guests and Hertz customers," said [Rodney Ferrell](#), Topgolf's vice president of global partnerships.

Topgolf blends technology and entertainment for an experience that makes socializing a sport for everyone. Every guest entering Topgolf venues can expect world-class service. Now, Hertz customers will be able to enjoy unique access to Topgolf's amenities and more.

Hertz and Topgolf will kick off their partnership with a Swing Suite Go simulator at the annual Global Business Travel Association (GBTA) Convention in San Diego, California, from August 11 – 15. Beginning in September, the two companies will offer "Hertz Wednesdays"— a new weekly promotion that allows customers with a Hertz rental car to receive a special game play offer, compliments of Hertz, and the ability to compete against other Hertz customers around the country for prizes. Topgolf also will offer a special month-long competition in November called, "*Hertz Yellow Target Challenge*." During this time, all Topgolf guests will be eligible to win prizes and experiences from Hertz. In addition, both companies are exploring ways for Hertz Gold Plus Rewards® members to redeem their loyalty points.

"We are incredibly excited about our partnership with Topgolf, a fast-growing and exciting brand with broad appeal and reach that blends the best of technology and entertainment," said Jayesh Patel, senior vice president of brand at Hertz. "Topgolf is all about connecting people in meaningful ways. Similarly, Hertz is a global leader in our industry, dedicated to providing exceptional service and memorable experiences for our customers. Our partnership with Topgolf will further enable us to accomplish this."

For more details on this partnership, please visit topgolf.com/partnerships.

About Hertz

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc., operates the Hertz, Dollar and Thrifty vehicle rental brands in approximately 10,200 corporate and franchisee locations throughout North America, Europe, The Caribbean, Latin America, Africa, the Middle East, Asia, Australia and New Zealand. The Hertz Corporation is one of the largest worldwide rental companies, and the Hertz brand is one of the most recognized in the world. Product and service initiatives such as Hertz Gold Plus Rewards, Ultimate Choice, Carfirmations, Mobile Wi-Fi and unique vehicles offered through the Adrenaline, Dream, Green and Prestige Collections set Hertz apart from the competition. Additionally, The Hertz Corporation owns the vehicle leasing and fleet management leader Donlen, operates the Firefly vehicle rental brand and Hertz 24/7 car sharing business in international markets and sells vehicles through Hertz Car Sales. For more information about The Hertz Corporation, visit: www.hertz.com.

About Topgolf

Topgolf pioneered a technology to make golf more fun and engaging. It has since emerged as a global sports and entertainment community focused on connecting people in meaningful ways. Today, Topgolf continues to blend technology and entertainment, golfers and non-golfers, children and adults – to create an experience that makes socializing a sport for everyone. No matter the occasion or who you share it with, we believe every great time starts with play, is fueled by food and beverage, moved by music and made possible through community. Every Topgolf venue features dozens of high-tech, climate-controlled hitting bays for year-round


comfort, a chef-inspired menu for year-round deliciousness and hundreds of Associates eager to help create the moments that matter. Topgolf is truly everyone's game, with 44 venues entertaining more than 13 million Guests annually, original content shows, next-gen simulator lounges through Topgolf Swing Suite, the global Topgolf Tour competition, pop-up social experiences like Topgolf Crush, Toptracer technology as seen on TV, and the world's largest digital golf audience. For more information about Topgolf, including corporate sponsorships, hospitality opportunities or to learn about and view exclusive digital content, please visit topgolf.com.

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