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Hertz car rental agent fighting the recession

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Posted on: July 29th, 2009 by Samantha Williams

Global rental car giant Hertz have gained some revenue recently by offering stocks and notes to the tune of around \$990 million. They also spent \$33 million on a stake of Advantage Rent A Car in a bankruptcy auction earlier this year to further build their portfolio.

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However it is their latest announcement that has the 'green' tongues wagging and more importantly the customers cheering. They are using the latest technology available in an effort to make their cars odorless. They have teamed up with OMI Industries who make the Fresh Wave IAQ which apparently counteracts the odor from cars.

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The product comes from natural plants extracts, are non-toxic and are biodegradable which will be great for all companies that are interested in becoming green.

A smelly vehicle for a car rental agent can end up costing thousands as customers ask for replacements and end up being dissatisfied with the company, potentially losing repeat business and word of mouth recommendations.

With many car hire businesses having to reduce their fleet of vehicles because of the current cost of keeping a large fleet, it is important that the cars they have can all be rented out and not sitting around being smelly in the corner.

Thanks to www.wsj.com for the above article, for more details on this story please visit their website.

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