

## Hertz trying for odor free rental cars

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In a move to eliminate stinky cars from its rental fleet, Hertz will begin using the Fresh Wave IAQ, a high tech odor eliminator, in all of its cars.

The program is being launched in the US and Canada at major airport locations. In the UK the program gets off the ground at Heathrow and Stansted car rental locations.

Stinky cars make for complaining customers and customer complaints can cost millions in lost car rental revenue. Customers who are put off by bad odors often want replacement vehicles. Worse yet, smelly cars can lead to a loss of good will as customers spread the word to one another. Hertz wants to keep their customers coming back.

OMI Industries manufactures the odor eliminator using natural plant extracts. The product is biodegradable and nontoxic which keeps environmentalists happy. OMI won the Hertz contract primarily because of the "greenness" of its product. Hertz needed assurances that the product would be safe for both customers and employees alike.

It has been reported that the product is so safe that the OMI sales team sprays it into their own eyes during demonstrations.

"We wanted to take a progressive approach toward odor neutralization by finding an innovative partner that provides a green technology to help us meet these demands, and Fresh Wave IAQ was clearly the best choice," commented Kent Seavey of Hertz.

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