

HERTZ GLOBAL HOLDINGS INC  
Form 4  
January 03, 2014

**FORM 4**

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Trimm David

(Last) (First) (Middle)

HERTZ GLOBAL HOLDINGS, INC., 225 BRAE BOULEVARD

(Street)

PARK RIDGE, NJ 07656

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
HERTZ GLOBAL HOLDINGS INC [HTZ]

3. Date of Earliest Transaction (Month/Day/Year)  
12/31/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
EVP & CIO

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	12/31/2013		M <sup>(1)</sup>	8,000 A	\$ 4.56	8,000	D
Common Stock	12/31/2013		S <sup>(1)</sup>	8,000 D	\$ 27.35	0	D
Common Stock	12/31/2013		M <sup>(1)</sup>	8,000 A	\$ 4.56	8,000	D
Common Stock	12/31/2013		S <sup>(1)</sup>	8,000 D	\$ 28.025	0	D
					<sup>(2)</sup>		
	01/02/2014		M <sup>(1)</sup>	8,000 A	\$ 4.56	8,000	D

Common  
Stock

Common Stock 01/02/2014 S<sup>(1)</sup> 8,000 D \$ 29 0 D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Employee Stock Option (Right to Buy)	\$ 4.56	12/31/2013		M <sup>(1)</sup>	8,000	11/01/2013 05/05/2016	Common Stock	8,000	
Employee Stock Option (Right to Buy)	\$ 4.56	12/31/2013		M <sup>(1)</sup>	8,000	11/01/2013 05/18/2016	Common Stock	8,000	
Employee Stock Option (Right to Buy)	\$ 4.56	01/02/2014		M <sup>(1)</sup>	8,000	11/01/2013 05/18/2016	Common Stock	8,000	

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Trimm David  
HERTZ GLOBAL HOLDINGS, INC.  
225 BRAE BOULEVARD  
PARK RIDGE, NJ 07656

EVP & CIO

## Signatures

William Langston, By Power of Attorney on behalf of David  
Trimm

01/03/2014

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Transaction pursuant to trading plan meeting the requirements of SEC Rule 10b5-1.

This transaction was executed in multiple trades at prices ranging from \$28 to \$28.0501. The price reported above reflects the weighted

(2) average sale price. The Reporting Person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.