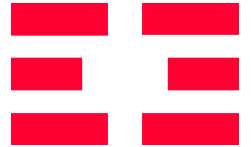




The Hertz Corporation

Subsidiaries: Thrifty Car Rental, Dollar Rent A Car
Locations: Florida (HQ)
Industries: Transportation

RISK LEVEL:



High Risk

DESCRIPTION:

Hertz is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Hertz embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. High Risk

Hertz received a score of 75 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). Hertz ended its discount program with the NRA after pressure from LGBTQ advocacy organizations (3). However, Hertz has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (4).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Hertz's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). The company does not appear to discriminate against charitable organizations based on views or beliefs. Hertz charitable giving focus areas are "education, environment, safety and travel-with a special focus on improving the lives of children and families" (3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Hertz's HRC 2025 CEI rating indicates the company provides gender transition guidelines for its employees (1)(2). Hertz does not provide viewpoint protections for its employees (3)(4).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

High Risk

Hertz CEO Stephen Scherr is a member of the Business Roundtable, which supports stakeholder capitalism over traditional shareholder obligations (1). The company's former CEO, Paul Stone, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (2)(3).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.

High Risk

Hertz's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). In 2025 Hertz was a Hope Sponsor of the Naples Pride Fest (3). Otherwise, there are no publicly known cases of Hertz using corporate funds to advance ideological causes, organizations, or policies (4).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

Lower Risk

Hertz does not operate a PAC at this time but has not lobbied for ideological purposes (1)(2)(3).

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