



Herc Holdings

Locations: Florida (HQ)

Industries: Technology Hardware and Equipment

RISK LEVEL:



Medium Risk

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DESCRIPTION:

Herc Holdings is Medium Risk. The company often 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. Herc Holdings occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. 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. Medium Risk

Herc Holdings integrates ESG into its business practices. From its 2024 Corporate Citizenship Report: "the Board's Compensation Committee annually sets specific sustainability Management Business Objectives (MBOs), which are part of our executive annual incentive compensation, and typically focus on... our 2030 Sustainability Goals" and "Herc Rentals has deeply integrated Environmental, Social, and Governance (ESG) considerations into its overarching business strategy, vision, and values" (1). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (2).

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

Herc Holdings does not appear to discriminate against charitable organizations based on views or beliefs (1).

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

Herc Holdings appears to prioritize diversity over merit in its recruitment. From its 2024 Annual Report: "Members of our recruiting team are provided the knowledge and tools to create an effective plan for recruiting a diverse and inclusive workforce" (1). The company operates a supplier diversity program. "During our vendor setup process in the U.S., we ask vendors if they are certified as women, minority or disadvantaged business enterprises (WMDBE) or small businesses" (2). The company does not provide viewpoint protections for its employees (3).

Corporate Governance and Public Policy

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

Herc Holdings supports ESG within its business practices. From its Sustainability webpage: "Integrating responsible environmental, social and governance practices throughout our company is a central component of our long-term strategy" (1). Otherwise, there are no publicly known cases of the company using its reputation to advance ideological causes or policies (2).

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

Herc Holdings has not used corporate funds to advance ideological causes, organizations, or policies (1).

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

Herc Holdings does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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