



# MIAMIBEACH

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## PRESS RELEASE

FOR IMMEDIATE RELEASE  
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### **No Wheels, No Problem. Vehicles Now Available On Demand *Miami Beach is the First City in Florida to Launch a Shared-Car Program***

*Tuesday, January 24, 10:00 a.m., Miami Beach City Hall Garage, Sixth Floor*

**Miami Beach, FL** – It seems like everything is on-demand these days: movies, music, books, coupons, and even bicycles. Soon, Miami Beach will be the first city in Florida to launch a car on-demand program or better known as a shared-car service. Hertz on Demand will begin operations on January 24, 2012.

“We’re continually making improvements to parking, transportation and mobility -- an important factor to our community's quality of life,” said Miami Beach City Manager Jorge M. Gonzalez. The shared-car program will integrate with other alternative modes of transportation such as transit and bicycle-sharing programs facilitating mobility throughout the city.

Shared-car programs provide a convenience for those who do not own or lease a private vehicle. Other benefits include reduced traffic congestion, improved air quality and increased parking availability.

“These type of vehicle-rental programs have been proven successful in other major urban cities and at universities,” said Saul Frances, director, Miami Beach Parking Department.

The new program will have a minimum of 20 vehicles to start and a maximum of 100 vehicles during full implementation. The initial 20 vehicles will be located in eight parking garages (between two and five vehicles per garages). The fleet of vehicles will be a mix of small/compact up to SUVs and everything in between. One out of the 20 vehicles will

be an EV including hybrid and electric vehicles. However, the electric vehicle will not be available at the launch.

There is no cost to the city and individual membership for Hertz on Demand is free. The only cost is for renting the vehicle either hourly or by the day. Hourly rental rates range from \$9.00 to \$15.75 and daily rates range from \$63.00 to \$170.00.

“All you have to do is become a member,” explained Arnaud Simeray, national sales manager, Hertz On Demand. “Once you receive your welcome package and activation card, just rent spontaneously. The online portal will direct you to your vehicle. You then just swipe your card at the door and drive away.”

Hertz will lease parking spaces from Miami Beach Parking Department at several parking facilities to accommodate the vehicles at \$75 per space, per month (after the first six months) in the upper floors of parking facilities. Normal monthly rentals are \$70 per space. Hertz will also pay Miami Beach a portion of its gross revenue: 0.50% in Year 3, 0.75% in Year 4, and 1% in Year 5.

The following municipal parking facilities will have Hertz on Demand vehicles: 7 Street Garage, 12 Street Garage, 13 Street Garage, 16 Street Garage, 17 Street Garage, 42 Street Garage, City Hall Garage, and 5<sup>th</sup> and Alton Garage (total of eight garage facilities).

Hertz on Demand was awarded the Miami Beach contract after a competitive procurement process in 2008.

Visit [www.hertzondemand.com](http://www.hertzondemand.com) for more information and to become a member of Hertz on Demand.

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