

HERC HOLDINGS INC  
Form 3  
July 08, 2016

# FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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## INITIAL STATEMENT OF 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 \*

Â Cunningham Christian J  
(Last) (First) (Middle)

27500 RIVERVIEW CENTER  
BLVD.

(Street)

BONITA  
SPRINGS,Â FLÂ 34134

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
06/30/2016

3. Issuer Name **and** Ticker or Trading Symbol  
HERC HOLDINGS INC [HRI]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer ☐ Other  
(give title below) (specify below)  
SVP & Chief HR Officer

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

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 Beneficially Owned

1. Title of Security  
(Instr. 4)

2. Amount of Securities Beneficially Owned  
(Instr. 4)

3. Ownership Form:  
Direct (D)  
or Indirect (I)  
(Instr. 5)

4. Nature of Indirect Beneficial Ownership  
(Instr. 5)

Common Stock

23,020 <sup>(1)</sup>

D Â

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

SEC 1473 (7-02)

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### Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security  
(Instr. 4)

2. Date Exercisable and Expiration Date  
(Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security  
(Instr. 4)  
Title

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security:  
Direct (D)

6. Nature of Indirect Beneficial Ownership  
(Instr. 5)

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|                       | Date<br>Exercisable | Expiration<br>Date |                 | Amount or<br>Number of<br>Shares |          | or Indirect<br>(I)<br>(Instr. 5) |   |
|-----------------------|---------------------|--------------------|-----------------|----------------------------------|----------|----------------------------------|---|
| Employee Stock Option | Â (2)               | 02/17/2020         | Common<br>Stock | 19,726                           | \$ 23.49 | D                                | Â |

## Reporting Owners

| Reporting Owner Name / Address                                                     | Relationships |           |                          |       |
|------------------------------------------------------------------------------------|---------------|-----------|--------------------------|-------|
|                                                                                    | Director      | 10% Owner | Officer                  | Other |
| Cunningham Christian J<br>27500 RIVERVIEW CENTER BLVD.<br>BONITA SPRINGS, FL 34134 | Â             | Â         | Â SVP & Chief HR Officer | Â     |

## Signatures

/s/ Sheri Roberts, by power of attorney 07/08/2016

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) The common stock reported in this row consists of 2,215 shares of common stock as well as (i) 6,102 restricted stock units granted on April 29, 2015 and scheduled to vest 1/2 on September 8, 2016 and the remaining 1/2 on September 8, 2017 and (ii) 14,703 restricted stock units granted on March 4, 2016 and scheduled to vest on March 4, 2019, in each case subject to the continued employment of the reporting person on the applicable vesting date.
- (2) The stock options were granted on February 17, 2015 and 4,931 stock options became exercisable on February 17, 2016. The remaining stock options will vest ratably on each anniversary of the date of grant in 2017, 2018 and 2019, subject to continued employment by the reporting person on the applicable vesting date.

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.