

HERTZ GLOBAL HOLDINGS INC
Form 4
March 27, 2014

FORM 4

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

OMB APPROVAL

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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 *
FRISSORA MARK P

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
225 BRAE BOULEVARD

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
03/25/2014

Director 10% Owner
 Officer (give title below) Other (specify below)
Chief Executive Officer

PARK RIDGE, NJ 07656

(City) (State) (Zip)

4. 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 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)	(A) or (D)	5. Amount or Price	6. Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	7. Nature of Ownership Indirect (D) or Beneficial (I) (Instr. 4)
Common Stock	03/25/2014		M	54,404	A	\$ 2,137,542	I	By Mark P. Frissora Revocable Trust
Common Stock	03/25/2014		F	22,823 (6)	D	\$ 26.2	I	By Mark P. Frissora Revocable Trust
Common Stock	03/25/2014		M	35,327	A	\$ 2,150,046	I	By Mark P. Frissora Revocable Trust

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Common Stock	03/25/2014	F	14,820 (6)	D	\$ 26.2	2,135,226	I	By Mark P. Frissora Revocable Trust
Common Stock	03/25/2014	M	28,228	A	(3)	2,163,454	I	By Mark P. Frissora Revocable Trust
Common Stock	03/25/2014	F	11,842 (6)	D	\$ 26.2	2,151,612	I	By Mark P. Frissora Revocable Trust
Common Stock	03/25/2014	M	94,839	A	(4)	2,246,451	I	By Mark P. Frissora Revocable Trust
Common Stock	03/25/2014	F	39,785 (6)	D	\$ 26.2	2,206,666	I	By Mark P. Frissora Revocable Trust
Common Stock						2,785 (5)	D	
Common Stock						350,000	I	By Jennifer Frissora Revocable Trust
Common Stock						785	I	By Daughter

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

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(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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or

								Number of Shares
Performance Stock Units	(1)	03/25/2014	M	54,404	(1)	(1)	Common Stock	54,404
Performance Stock Units	(2)	03/25/2014	M	35,327	(2)	(2)	Common Stock	35,327
Performance Stock Units	(3)	03/25/2014	M	28,228	(3)	(3)	Common Stock	28,228
Performance Stock Units	(4)	03/25/2014	M	94,839	(4)	(4)	Common Stock	94,839

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FRISSORA MARK P 225 BRAE BOULEVARD PARK RIDGE, NJ 07656	X		Chief Executive Officer	

Signatures

William Langston, By Power of Attorney on behalf of Mark P. Frissora

03/27/2014

__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).

Each Performance Stock Unit represents a contingent right to receive one share of HTZ common stock. The Performance Stock Units were initially granted in 2013, and the amount of Performance Stock Units eligible for vesting is subject in part to achievement of financial performance goals during 2013 and/or combined 2013-2014. The Performance Stock Units vest in three tranches, with 33 1/3% of the award earned, based on achievement of financial performance goals during 2013, vesting on the first, second and third anniversaries of the grant date, in each case if the executive is still an employee on the applicable vesting date. Based on achievement of combined 2013-2014 financial performance goals, additional Performance Stock Units may vest on the second and third anniversaries of the grant date.

(2) Each Performance Stock Unit represents a contingent right to receive one share of HTZ common stock. The Performance Stock Units were initially granted in 2013, and the amount of Performance Stock Units eligible for vesting is subject to achievement of financial performance goals during 2013. The Performance Stock Units vest in three tranches, with 33 1/3% of the award earned vesting on the first, second and third anniversaries of the grant date, in each case if the executive is still an employee on the applicable vesting date.

(3) Each Performance Stock Unit represents a contingent right to receive one share of HTZ common stock. The Performance Stock Units were initially granted in 2013, and the amount of Performance Stock Units eligible for vesting is subject to achievement of financial

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performance goals during 2013. The Performance Stock Units vest in two tranches, with 50% of the award earned vesting on the first and second anniversaries of the grant date, in each case if the executive is still an employee on the applicable vesting date.

Each Performance Stock Unit represents a contingent right to receive one share of HTZ common stock. The Performance Stock Units were initially granted in 2012 and the amount of Performance Stock Units eligible for vesting was based on achievement of financial

- (4) performance goals during combined 2012 - 2013. The Performance Stock Units vest in three tranches, with 33 1/3% of the award earned vesting on the first, second and third anniversaries of the grant date, in each case if the executive is still an employee on the applicable vesting date.
- (5) Shares acquired through Employee Stock Purchase Plan.
- (6) Shares withheld to pay tax liabilities incident to the vesting of Performance Stock Units.

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

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