

# The New York Times

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# Travel

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## Rental Fleets Go Hybrid To Attract the Green Set

Call it Hybrid Hertz now that the rental car company has agreed to add 3,400 Toyota Prius vehicles (above) by 2008 to its Green Collection, which features fuel-efficient, low-emissions cars like the Subaru Outback, the Ford Fusion and the Buick LaCrosse.

"We knew we had to implement some green initiatives in response to fuel-cost increases, heightened customer concern about the environment, as well as requests from our corporate clients, whose companies are working out their own green policies," said Frank Camacho, vice president for marketing at Hertz. He added that 100 Priuses have been allocated to New York City and are to be available not only for daily and weekly rentals, but also by the hour.

Mr. Camacho said that 50 to 60 percent of people who rent cars travel alone, primarily for business, and could easily forgo a larger less fuel-efficient vehicle for one that is more environmentally friendly.

Competitively priced, the hybrids will be available at a starting rate of \$50 a day on weekends (compared with about \$60 for a Mercury Grand Marquis). Hertz is also promising to donate \$1 of every Hertz Green Collection rental to the National Park Foundation — up to \$1 million.

Not to be out-greened, Avis ([www.avis.com](http://www.avis.com)) said that it had 1,000 Priuses available for rent as of this week at outlets in California; Portland, Ore.; Seattle; and Washington, at a starting rate of \$69.95 a day.