

HERTZ GLOBAL HOLDINGS INC
 Form 4
 January 03, 2014

FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 *
 Trimm David

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)
 HERTZ GLOBAL HOLDINGS, INC., 225 BRAE BOULEVARD
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 12/31/2013

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 EVP & CIO

PARK RIDGE, NJ 07656

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

(City) (State) (Zip)

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)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	12/31/2013		M ⁽¹⁾	8,000 A	\$ 4.56	8,000	D
Common Stock	12/31/2013		S ⁽¹⁾	8,000 D	\$ 27.35	0	D
Common Stock	12/31/2013		M ⁽¹⁾	8,000 A	\$ 4.56	8,000	D
Common Stock	12/31/2013		S ⁽¹⁾	8,000 D	\$ 28.025	0	D
	01/02/2014		M ⁽¹⁾	8,000 A	\$ 4.56	8,000	D

Common
Stock

Common Stock 01/02/2014 S⁽¹⁾ 8,000 D \$ 29 0 D

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

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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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Employee Stock Option (Right to Buy)	\$ 4.56	12/31/2013		M ⁽¹⁾	8,000	11/01/2013 05/05/2016	Common Stock	8,000	
Employee Stock Option (Right to Buy)	\$ 4.56	12/31/2013		M ⁽¹⁾	8,000	11/01/2013 05/18/2016	Common Stock	8,000	
Employee Stock Option (Right to Buy)	\$ 4.56	01/02/2014		M ⁽¹⁾	8,000	11/01/2013 05/18/2016	Common Stock	8,000	

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Trimm David
HERTZ GLOBAL HOLDINGS, INC.
225 BRAE BOULEVARD
PARK RIDGE, NJ 07656

EVP & CIO

Signatures

William Langston, By Power of Attorney on behalf of David
Trimm

01/03/2014

__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).

(1) Transaction pursuant to trading plan meeting the requirements of SEC Rule 10b5-1.

This transaction was executed in multiple trades at prices ranging from \$28 to \$28.0501. The price reported above reflects the weighted

(2) average sale price. The Reporting Person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

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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