

我们的愿景

Our Vision



**我们力争成为全球范围
车辆与设备租赁解决方案的领导品牌。**

Hertz will be the global leader
in mobility and equipment solutions.

我们的使命

Our Mission



我们的使命是：成为最以客户为中心，在每一个我们服务的市场为客户提供最经济，服务质量最高的车辆和设备租赁解决方案，同时为公司股东创造价值。我们会并重管理效率与业绩增长，通过不断提高客户的满意度、员工的满意度及资产管理水平来实现我们的愿景与使命。

Our Mission is to be the lowest cost, highest quality and most customer focused rental company in every market we serve, creating value for our shareholders. We will achieve our Vision and Mission by focusing on, and balancing, customer satisfaction, employee satisfaction, and asset management, with equal emphasis on efficiency and growth.

我们的价值观

Our Values



You make the Journey

Passion / 热情工作

Wanting to win now
奋力拼搏、赢在当下

Respect / 尊重互信

Valuing the contributions of each
other and our partners
精诚合作、互利共赢

Innovation / 持续创新

Using imagination and initiative
to drive growth and efficiency
不断革新、提高效率

Diversity / 多元经营

Making our differences
a competitive advantage
与众不同、凸显优势

Excellence / 超凡卓越

High quality performance
to produce outstanding results
出众表现、创造佳绩

P

R

I

D

E

Professionalism / 服务专业

Using our skills and expertise
effectively and collaborating seamlessly
高效服务、细致贴心

Responsibility / 肩负使命

Being accountable for our decisions
and actions
勇于承担、坚持负责

Integrity / 诚信经营

Acting ethically, fairly, honestly and
transparently
道德公平、诚实互敬

Discipline / 严于律己

Applying processes to set and achieve
our goals
规范操作、达成目标

Execution / 高效执行

Following through and delivering on
our promises
信守诺言、履行承诺