

FRANCHISE DISCLOSURE DOCUMENT

AUG 22 2013



Hertz Equipment Rental Corporation Los Angeles  
 A Delaware Corporation  
 225 Brae Boulevard  
 Park Ridge, New Jersey 07656-0713  
 (201) 307-2000  
 www.hertzequip.com

The franchisee will operate a business that rents, leases, sells and maintains certain personal property, principally for use in construction, materials handling, and commercial and industrial activities

The total investment necessary to begin operation of a new Hertz Equipment Rental franchise is \$2,418,260 to \$5,035,560. This includes \$65,000 that must be paid to the franchisor or its affiliate. For any franchisee that is purchasing the assets of certain existing company-owned equipment rental locations, the investment may include an initial franchise fee of up to several hundred thousand dollars that must be paid to the franchisor or its affiliates.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar-days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact David Riker, Director, Franchise Development, Hertz Equipment Rental Corporation, at 225 Brae Boulevard, Park Ridge, New Jersey 07656, or by telephone at (201) 307-2087.

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "*A Consumer's Guide to Buying a Franchise*," which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, N.W., Washington, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

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## STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. **REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT**

Call the state franchise administrator listed in **Exhibit H** for information about the franchisor, or about franchising in your state

**MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW**

Please consider the following **RISK FACTORS** before you buy this franchise

- 1 THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH THE FRANCHISOR BY ARBITRATION AND LITIGATION ONLY IN THE STATE IN WHICH OUR THEN-CURRENT HEADQUARTERS IS LOCATED, CURRENTLY NEW JERSEY. OUT-OF-STATE ARBITRATION AND LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH THE FRANCHISOR IN NEW JERSEY THAN IN YOUR HOME STATE
- 2 THE FRANCHISE AGREEMENT STATES THAT NEW JERSEY LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS
- 3 YOU MUST PAY A MONTHLY FRANCHISE FEE EQUAL TO SIX PERCENT (6%) OF YOUR GROSS REVENUE, WITH A MINIMUM ANNUAL FRANCHISE FEE OF \$135,000 (EXCEPT IN THE EVENT OF A PARTIAL YEAR). YOU MUST PAY THE MINIMUM ANNUAL FRANCHISE FEE EVEN IF THE AMOUNT OF GROSS REVENUE NEEDED TO GENERATE THE MINIMUM MONTHLY FRANCHISE FEE WAS NOT EARNED
- 4 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

We use the services of one or more **FRANCHISE BROKERS** or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

## EFFECTIVE DATES

This Franchise Disclosure Document is registered, on file, exempt from registration, or otherwise effective in the following states with franchise registration and/or disclosure laws

STATE	EFFECTIVE DATE
California	
Florida	
New York	
Utah	
Virginia	
Washington	

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