



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

July 10, 2013

Steve Hale
State of Washington

Re: *In the Matter of Hertz Global Holdings, Inc.*
File No. 1010137, Docket No. C-4376

Thank you for your comments regarding the proposed consent order accepted by the Federal Trade Commission for public comment in the above-captioned matter. As we understand your comment, you have concerns about high rental car prices at certain airport locations and the tactics employed by rental car providers to sell ancillary items, such as insurance. The Commission has reviewed your comments in connection with its decision concerning whether to accord final approval to the proposed consent order.

The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and it has been given careful consideration. The Commission evaluated how the proposed acquisition, if unremedied would likely lead to higher rental car prices at airports throughout the country and crafted the Decision and Order to protect the benefits of competition and prevent airport rental car prices from increasing in the future. Moreover, the investigation examined the issue of whether the transaction would affect the sale of ancillary items by rental car providers when determining whether the consent would adequately replicate competition. In light of these considerations, among others, the Commission has determined that the public interest would best be served by issuing the Decision and Order as final. A copy of the final Decision and Order is enclosed for your information. Relevant materials also are available from the Commission's website at <http://www.ftc.gov>.

It helps the Commission's analysis to hear from a variety of sources in its work on antitrust and consumer protection issues, and we appreciate your interest in this matter.

By direction of the Commission, Commissioner Wright not participating.

Donald S. Clark
Secretary