

Search Web



Hertz Entertainment Services Introduces DIRECTV Auto, Operated by FMG Lifestyle, to Its Fleet of Rental Vehicles

Customers Now Have Access to 200-Plus Channels of Current DIRECTV(R) Programming



Press Release Source: DirecTV Auto Operated by FMG Lifestyle On Wednesday October 26, 2011, 10:41 am EDT

MIAMI, FL and PARK RIDGE, NJ--(Marketwire -10/26/11)- Hertz Entertainment Services and DIRECTV Auto, operated by FMG Lifestyle, are teaming up to offer 200-plus channels of current DIRECTV® programming to customers in the entertainment, sports and events industries renting select Hertz Entertainment Services vehicles. Hertz Entertainment Services, a wholly owned subsidiary of The Hertz Corporation (NYSE: [HTZ - News](#)), is the only car rental company offering in-motion DIRECTV programming to its studio production customers.

"Offering DIRECTV Auto, operated by FMG Lifestyle, in our Hertz Entertainment Services vehicles supports our goal of providing production and studio companies with state-of-the-art, specialized rental vehicles for all of their needs," said Robert Stuart, senior vice president of Global Sales at Hertz. "Having the ability to offer satellite television is another way we are providing innovative and superior service to our customers."

The technology is provided by the TracVision® A7 satellite TV system from KVH Industries, Inc. (NASDAQ: [KVHI - News](#)). A sleek 5-inch high mobile antenna is attached to the vehicle's roof and is equipped with a 12-volt DIRECTV receiver designed specifically for automotive use, which includes a radio frequency (RF) remote control featuring a backlit keypad. The programming can be viewed throughout the vehicle while the car is in park and in the backseat while the car is in motion. This technology is available on select Hertz Entertainment Services sport utility vehicles (SUVs) and larger vehicles.

"The viewing experience now offered by Hertz Entertainment Services is the same you would enjoy in your very own living room -- access to 200-plus channels, 100 percent digital picture and superior sound," said Justin Firestone, president and CEO of DIRECTV Auto, operated by FMG Lifestyle "The only difference is that passengers can enjoy DIRECTV programming in-motion while cruising down the road at 65 mph. We are happy Hertz has chosen our unique product to accentuate its Entertainment Services rental fleet."

Hertz Entertainment Services, is a wholly owned subsidiary of The Hertz Corporation (NYSE: [HTZ - News](#)), the world's largest general use car rental brand, operating approximately 8,500 locations in 146 countries worldwide. Hertz Entertainment Services, a division of Hertz (NYSE: [HTZ - News](#)), provides single-source car and equipment rental solutions to the entertainment and special events industries, providing customized vehicle and equipment rental solutions to movie, film and television productions, live sports and entertainment events, and all-occasion special events, such as weddings, conventions, and fairs. Hertz Entertainment Services are tailored to fit the needs of large and small productions alike with competitive pricing and customized, monthly billing. Plus, Hertz Entertainment Services delivers vehicles and equipment to production locations and has a dedicated staff available 24/7 to address specific client needs. Productions can also rent equipment for use at special events, including a wide array of lighting solutions, generators, lifts, and water trucks. Hertz Entertainment Service's experience and willingness to pick up and deliver hybrid and specialized vehicles, such as the Toyota Prius, the BMW Mini Cooper, and the Lincoln Navigator, sets it apart from the competition. The Hertz Prestige Collection is especially popular with actors, while crews benefit from larger vehicles such as minivans, 15-Passenger Vans and SUVs. For more information, visit www.HertzEntertainmentServices.com.

DIRECTV Auto, operated by FMG Lifestyle, provides the quality and convenience of compelling, current video programming from the world's leading provider of digital entertainment services, DIRECTV®, in the comfort of your very own vehicle. For as little as \$6 per month, you can receive programming virtually anywhere you drive thanks to the award-winning TracVision® A7 satellite TV system from KVH Industries, Inc., (NASDAQ: [KVHI - News](#)). Since its founding in early 2011, the company's defining goal is to help each customer feel at home in their vehicle. For more information, visit www.DIRECTVAuto.com.

Contact:

Media

Jami Reagan
Shine Factory Public Relations
Email Contact
+1-480-442-7377

Follow Yahoo! Finance on [Twitter](#); become a fan on [Facebook](#).

Sponsored Links

The One Must-Own Stock

Company Holds Key To The Future Of Internet. 1,000% Potential Gains.
www.SuperStockHunter.com

Non-Profit Debt Relief

Free Card Debt Help . Non-Profit. BBB A Rated. Call or Start Online!
www.incharge.org

Special Stock Report

Earn 1,000% On The Next Internet Boom
www.smauthority.com

3-in-1 Credit Scores - \$0

View your Credit Report & Scores from All 3 Bureaus in 60 seconds.
FreeScoreOnline.com