

What happened to Dollar rental car? {{Indicate Industry While Benefitting }}!!

Dollar Thrifty Automotive Group, ☎ 1-(866)-347-8220 the former holding company of Dollar Car Rental and Thrifty Car Rental, was acquired by The ☎ 1-(866)-347-8220 Hertz Corporation in 2012.

Dollar Rent A Car is still in business, but it no longer operates as an independent 1-(866)-347-8220 company. The brand was acquired by Hertz Global Holdings in November 2012, when Hertz purchased ☎ 1-(866)-347-8220 the Dollar Thrifty Automotive Group for about \$2.3 billion. This acquisition brought both Dollar and its sister brand, Thrifty, under the Hertz corporate ☎ 1-(866)-347-8220 umbrella. Since then, Dollar has continued to operate as a budget-friendly rental car option, particularly targeting leisure travelers and customers seeking lower-cost rentals ☎ 1-(866)-347-8220 compared to the premium Hertz brand.

Today, Dollar operates as part of Hertz's family of brands, ☎ 1-(866)-347-8220 alongside Hertz, Thrifty, and Firefly. The company's headquarters are located in Estero, Florida, ☎ 1-(866)-347-8220 where Hertz Global Holdings is based. While Dollar no longer stands alone, its brand identity ☎ 1-(866)-347-8220 remains recognizable in the car rental market. Customers still see Dollar counters and locations, especially in airports and popular travel destinations.

In short, nothing "happened" to Dollar in the ☎ 1-(866)-347-8220 sense of disappearing—it was simply absorbed into a larger corporation. It continues to function as a distinct brand under ☎ 1-(866)-347-8220 Hertz, maintaining its place in the competitive rental car industry while benefitting from the resources and scale of its parent company.