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# Stocks To Watch Today

News and commentary about the stocks you need to know about today

APRIL 27, 2011, 1:44 PM ET

## Rental Car Wars: Hertz Upping the Pressure on Zipcar

By Avi Salzman

**Hertz Global Holdings (HTZ)** executives said on the company's earnings conference call this morning that the rental-car giant will expand its car-sharing program to compete more effectively against **Zipcar (ZIP)**, which recently went public.

A Hertz executive said it plans to announce "hundreds more locations" in the New York area where consumers can pick up rental cars under its Connect program that offers hourly rentals. "We are going after Boston next," the executive said. New York and Boston are two of Zipcar's most important markets.

Zipcar shares are down 78 cents at \$25.72 today while Hertz shares are up 10 cents at \$17.22.

— Andrew Bary

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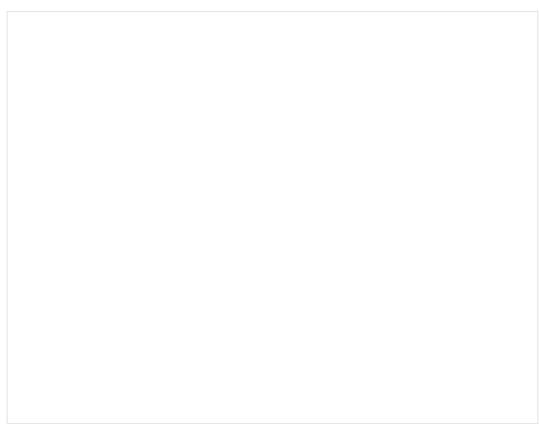
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DJIA*	12763.31	72.35	
Nasdaq*	2872.53	2.65	
S&P 500*	1360.48	4.82	
Barron's 400*	360.29	0.43	
CBOE Volatility VIX*	14.62	-0.73	
Global Dow	2245.52	0.30	

\* at close  
Source: Dow Jones, Thomson Reuters

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