

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): August 5, 2025

**HERC HOLDINGS INC.**

(Exact name of registrant as specified in its charter)

**Delaware**

(State or other jurisdiction of incorporation)

**001-33139**

(Commission File Number)

**20-3530539**

(I.R.S Employer Identification No.)

**27500 Riverview Center Blvd.**

**Bonita Springs, Florida 34134**

(Address of principal executive offices and zip code)

**(239) 301-1000**

(Registrant's telephone number,  
including area code)

**N/A**

(Former name or former address, if  
changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of exchange on which registered
Common Stock, par value \$0.01 per share	HRI	New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**ITEM 8.01 OTHER EVENTS.**

On July 31, 2025, Herc Holdings Inc., through its subsidiaries (“Herc”), completed the sale of its Cinelease studio entertainment and lighting and grip equipment rental business (“Cinelease”). Zello, a private investment platform, acquired Cinelease for initial cash consideration of \$100 million and agreed upon earn outs pursuant to a Sale and Purchase Agreement. Herc will use the net proceeds from the sale of Cinelease to repay indebtedness incurred pursuant to its credit facility.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HERC HOLDINGS INC.  
(Registrant)

By: /s/ S. Wade Sheek  
Name: S. Wade Sheek  
Title: Senior Vice President, Chief Legal Officer and Secretary

Date: August 5, 2025