

## **Maggiore launches its new website**

It's on line with new graphics and important technical and service novelties

Rome 04 February – The new Maggiore website comes to life with a new look, clearer graphics, easier, more effective text and restyling that makes navigation much more functional.

The idea was developed with the web's great communication and service potential in mind and its consolidated use as a sales channel; thus the website was built around two focal points: business and technology.

The Bookings area is the core of the website; it was designed after considerable customer identification research to simplify and improve service demand and supply. Avant-garde philosophy placed the customer in the foreground, making it an active player using the best offer for single car or van rental needs.

For this purpose, the new Maggiore website dedicates seven reserved areas to its customers, all introduced through "pre-home" pages, studied to satisfy the needs of the different targets: My Maggiore, Maggiore Club, Travel Agencies, Tour Operator, Partnership, Associations, Companies.

The site also offers customers useful additional Internet services like Google Maps and Search, as well as RSS (a web content distribution tool).

Finally, website innovation becomes concrete in its becoming a bi-directional collaboration vehicle, by creating micro website networks with Partners.

"More and more people use internet to get information and then buy the products or services they need – says Stefano Gargiulo, General Manager of Maggiore Rent. That is why the Company is counting on the web for 2008 and the future.

The service level offered by a well built website –Gargiulo continues – can be really surprising as all customer information can be updated in real time, purchasing stages speeded up and it can supply excellent post-sales assistance.

We strongly believe in the web as a communication and business channel and are sure that the end customer will like these new graphics and its more functional services."

***60 years** have gone by since the brothers Giuseppe and Francesco Maggiore, with their father Vittorio, gave life to **the first Italian car rental firm** without driver in Messina in 1947. Thanks to the company's winning intuitions, Maggiore is now one of the main operators on the Italian rent a car market: it has a fleet of 16,000 vehicles and 2000 **Amico Blu** vans, 170 agencies in Italy and is present, with its PremierFirst Group partners (National and Alamo), in 80 countries with 3800 agencies.*

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