

Maggiore[®]

Press release

Maggiore rewards photographer fans.

Rome, 11 December 2013 – Designed to create interest and attract attention to the Maggiore Facebook page, which has recently achieved a milestone 40,000 fans, we have just closed the great **L'Italia che mi piace** (The Italy I like) competition, demonstrating the significant level of brand awareness of the first 100% Italian operator and the leading firm in the retail short and medium term car rental sector, even in social media.

The competition was simple yet engaging, inviting Maggiore Facebook fans to send in photos representing our country, its flavours and its colours. In the next couple of days we will be announcing the winning photo and awarding a fantastic Samsung Galaxy Tab 3, while we will also be selecting three winners from all those who signed up for the competition who voted for their favourite photos, who will receive a Samsung ST72 camera.



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