



*Press release*

## **New Ios App for the Maggiore Group.**

*Rome, 4 July, 2013* - Important news for Maggiore and AmicoBlu, protagonists in the world of Apps. A new application has, in fact, just been launched, **native to the Ios world**, which significantly improves the current version in terms of performance and completeness of information.

The new Maggiore App offers standards of quality and ergonomics of the **highest level**, in an environment dedicated not only to car rentals, but also to AmicoBlu van rental services. A very detailed booking process, more obvious images and more visible services / accessories, welcomes customers and lets them enjoy a **browsing experience without any stress or difficulty**, allowing them to acquire information and book a car or a van directly on their Apple smartphone.

But the surprises regarding the new App don't end here. In fact, the most loyal customers, members of **Maggiore Club**, are recognized by the system that supports the application and therefore, they can count on estimates, services and special advantages just for them, as well as booking a car, **bypassing the connection to the maggiore.it portal**.

Although the Company has already completed the online publication of a Mobile Site that, in a very basic way, expresses all the solidity of the traditional site, even with a weak smartphone signal, it is useful to remember that the newly launched Maggiore App concerns specifically the Ios world, while other Apps, specific to other smartphone operating systems, are scheduled to follow.

*Maggiore Press Office:*

*V2000 Srl*

*Tel. 06 22935777 - fax 06 23328924*

*ufficiostampa@v-2000.com*