



**A Fiat 500 for a month at just € 500.**

Maggiore is launching Formula 500, the incredible monthly rental offer designed for people who move around the city and for those who travel in its surrounding areas. For example, the prepaid rental of a Fiat 500 for 30 days is possible at the promotional rate of € 500, with 100 km per day included in the price. This offer is valid in Italy until 31/01/2013.