



*Press release*

## **Maggiore teams up with Alitalia and Intesa Sanpaolo**

*Rome, 19 March 2014* – We are proud to announce the launch of a special promotion dedicated to the co-branded Intesa Sanpaolo-Alitalia credit card involving **Alitalia, Intesa Sanpaolo** and **Maggiore** as exclusive car rental partner.

The card, available to MilleMiglia club members at special conditions from 19 March to 4 April 2014, allows you to accumulate extra Alitalia air miles from your online and offline purchases all over the world, in addition to discounts on flight tickets and services from partner companies taking part in the initiative. What's more, Maggiore will be offering **a discount on your first car rental** in Italy in June or July, as well as **2,000 bonus miles** on top of the regular miles for your rental.

To take advantage of the benefits when booking through the Booking Centre, remember to quote the promo code for the campaign, pay exclusively using your Intesa Sanpaolo-Alitalia credit card and ask for your MilleMiglia registration code to be indicated on the rental contract.

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