



*Press Release*

## **Maggiore and Gambero Rosso: an enticing partnership.**

*Rome, 3 June, 2014* – Maggiore, the first rental car company with 100% Italian capital, leader in the retail sector and AmicoBlu brand van rentals, has signed an agreement with Gambero Rosso, Italy's leading food and wine company and the undisputed **point of reference** for food lovers the world over.

An enticing partnership considering the **exclusive advantages** the two companies, each of which is profoundly Italian and offers premium services, will offer one another's clientele and employees: Maggiore Group will reserve special concessions on car and van rentals to all Gambero Rosso clients and employees, whilst a special discount will be offered to Maggiore Group employees, all of its clients and Maggiore Club members who want to participate in Gambero Rosso institutional events, book amateur courses in any of the Italian **città del gusto** (fine food cities) or buy its magazines, manuals or the annual Gambero Rosso guidebooks.

*Ufficio Stampa Maggiore:  
V2000 Srl  
Tel. 06 22935777 - fax 06 23328924  
ufficiostampa@v-2000.com*