

**MAGGIORE PARTNERS WITH LATUA!CARD
AND JOINS THE LOYALTY SCHEME.**

**Card holders can fill up on points every time they
rent a Maggiore car or AmicoBlu van.**

Rome, 01 December 2015 - **Maggiore**, the Italian Style car rental firm, has announced a partnership with **LaTua!Card**, the loyalty card that rewards clients for purchases at Auchan supermarkets, Simply, IperSimply and PuntoSimply supermarkets, LillaPois drugstores, Eni petrol stations and numerous other partners in the initiative.

From today, the loyalty scheme launched last February also includes **Maggiore**, which has joined the point-collecting program with dedicated discounts and promotions for **LaTua!Card** holders on **car and AmicoBlu van rentals** in Italy.

Whether renting a **city car** to get around the city, a **sedan** for business use, an SUV for a ski holiday or a **van** for transporting more bulky items, if you have a **LaTua!Card** you will always be able to find the vehicle you need while filling up on savings.

What's more, you'll get **100 points** for each car or van rental, helping you rev up your **LaTua!Collection** and claim your rewards.

Booking a car or van is easy: just go to maggiore.it, click on the *Partner and Associations* section and then on the **LaTua!Card** icon. Alternatively, call the **Maggiore Bookings Centre** on **199 151120*** to rent a car or **199 151198*** for a van, **quoting code M026934**. Remember to show your **LaTua!Card** when you pick up your car at the agency.

With **more than 140 rental offices in Italy**, including the main airports and rail stations, **Maggiore** is an ideal partner for the **LaTua!Card** scheme, allowing card holders to meet all their transport needs throughout the country.

Find all the details on www.maggiore.it.



*Special rate numbers.