

BIG NEWS FOR MAGGIORE

Rome, 17 December 2014 - There's a lot going on at the Maggiore Group, starting with the **new corporate websites**, maggiore.it and amicoblu.it, using next generation technology. Designed to adapt faster and better to the constant evolution of demand, they represent the crown jewel of the premium Italian brand. The sites have a **modern graphic interface** that takes advantage of all the possibilities offered by new devices, **responsive layout** that automatically adapts even to the lowest resolutions, **smart** bookings mechanism (open-close) and a rational use of images to make it easier to find your way among the functions offered. The "flexible" architectures used, capable of adapting to smartphones with IOS or Android operating systems, are also extremely efficient.

For the occasion, the Company is also launching a **new communications format**: a graphic layout that is more suitable for the new needs, with an optimal balance between form and contents. The emotional key will be playing the leading role, establishing an immediate **connection** between the brand and the customer, always followed by a very clear and **concrete** promise.

The **new company logo** also has a strong visual impact, with the Company's qualities and structural features clearly represented by the historic *Italian Style car rental* slogan, redesigned with a creative image of a road in the colours of the Italian flag, as a visual reminder of our roots.

