

PRESS RELEASE

MAGGIORE JOINS TRENITALIA AND INCONTRADONNA FOR THE MONTH DEDICATED TO THE PREVENTION OF BREAST CANCER.

Rome, 30 September 2010 – **Maggiore**, the Italian leader in short and medium term car rental, has joined the initiative promoted by the **IncontraDonna** Association, and is supporting the month for the prevention of breast cancer, beginning on 1 October, in collaboration with **Trenitalia**.

In particular, Maggiore is a **sponsor of the FrecciaRosa campaign**, promoted on board the Freccia Rossa trains leaving Roma Termini Station at 0830 and Milano Centrale at 1530 every day from Monday to Friday.

There will be a special lounge on board these trains, specifically for women seeking advice from specialist physicians about the prevention of breast cancer.

To mark the initiative, for all Trenitalia customers making use of the **Promo Sabato [Saturday Promotion]** and the **Promo Famiglia in Rosa [“Family in Pink” Promotion]**, Maggiore reserves an exclusive offer of **one free day** for each car rental period of at least 2 days. To access these offers, the customer need only show proof of a Trenitalia ticket purchase when making their rental booking.

*“Our company is particularly proud to be taking part in an initiative of such importance, not only by giving practical support to the cause, but also by helping to disseminate the concept of prevention that is the basis of scientific research in its broadest sense”- said **Vittorio Maggiore, President of the Maggiore Group** – “and as an Italian company, we are proud to add our signature to this initiative together with those of our historic partner Trenitalia and a high-level association like IncontraDonna”.*

In parallel with the FrecciaRosa initiative, during the month of October Maggiore will also donate **€1 to the IncontraDonna Association** for all rentals using all of our formulas that relate to Trenitalia.

Maggiore (www.maggiore.it) is the Italian leader in short and medium term car and commercial vehicle rental. In over 60 years it has developed a network that continues to spread more and more widely throughout Italy, with more than 180 rental offices in over 100 cities. With its international partners National Car Rental and Alamo Rent A Car, Maggiore has a worldwide presence in more than 90 countries and over 8,800 offices.

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