



## **Maggiore & ITI Hotels: a partnership with high added-value.**

*Rome, 22 may 2012* – A commercial agreement has recently been signed between Maggiore, the leading 100% Italian-owned operator in the retail segment and in van rental under the AmicoBlu brand, and ITI Hotels & Resort, the first Italian hotel group for number of directly managed facilities.

The agreement between the two major businesses, linked by their common offering of premium services, aims to offer exclusive benefits to mutual customers, i.e. Maggiore Club

customers who, when renting a car, may need a hotel for a holiday or for a business meeting and ITI Hotels & Resort guests who, during a stay at one of the Italian facilities, located in the most beautiful and exclusive places in Sardinia (Porto Cervo, Golfo Aranci, Olbia, Baja Sardinia, Santa Teresa di Gallura) might hire a car, with exclusive price conditions, even with a driver, and set off in total relaxation to discover the captivating beauty of the island.

“We are convinced that the mutual quality and substance of the two companies”, declared Vittorio Maggiore, President of the Maggiore Group, “that have always exemplified Italian Style, may represent the greatest guarantee, as well as the best answer, to the high expectations of a shared and particularly demanding clientele”.

“It is no coincidence that two major groups with the same goals have come together, in the interest of the customer”, said Luca Angelucci, President of ITI Hotels & Resort, “at a time when it is essential to give concrete and positive messages to the market”.