

MAGGIORE ITALY AT TTG INCONTRI 2017: THE BRAND'S OFFER FOR TRAVEL AGENCIES

Rome, 11 October 2017- Maggiore, the historic Italian car rental brand, will be attending **TTG Incontri**, one of the leading international tourism fairs, taking place **from October 12 to 14** in **Rimini**. Maggiore will be located in Hall A5, stand 111/122 where it will present the latest offers to travel agencies.

The fair will be an opportunity for the Maggiore brand to showcase the benefits and exclusive offers it has dedicated to travel agency partners. This will allow it to demonstrate the attention that it has always reserved for agencies that choose the Maggiore brand for customer rentals in Italy.

At the event, as part of the program **Pack 15**, Maggiore will guarantee a **special commission of over 5%** to Italian travel agencies and agents, **in addition to the normally offered 15%**, offering an overall total of 20%. In order to qualify for these offers, travel agencies and travel agents should book their customers a car with Maggiore through its website maggiore.it. The commission will be applied on rentals in Italy of any duration and involving all car groups, with total cost of the rental calculated based on the duration and mileage endured by the vehicle during hire. Rentals must be booked **with a pick-up date before December 15, 2017 to qualify for the offer.**

"As always, the Maggiore brand seeks solutions that are convenient and attractive for agencies and their customers," says Stefano Gargiulo, Avis Budget Group and Partnership Marketing Director, Italy Region. "Travel agencies are an important channel for us, because it allows us to reach customers with whom they have a solid and consolidated relationship of trust. For this reason, we demonstrate our commitment by offering excellent deals and offers throughout the year."

See you in Rimini from 12 to 14 October, at the Maggiore area in TTG Incontri: Hall A5, stand 111/122.

About Maggiore

Owned since April 2015 Avis Budget Group, a leading global provider of car rental services, Maggiore operates in the car rental industry for over 65 years. Greater is Italian leader in the rental of vans with the famous Italian brand AmicoBlu. The company has always focused on offering a quality service and has invested continuously on Italian Style has always been a core value. The Major activities today differentiate the brand in terms of flexibility in timing, wide range of services and integrated transport offer through exclusive partnerships and technological innovation. For more information, visit www.maggiore.it

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