

NEW MAGGIORE CLUB: RENTING IS GREAT, PAMPERING YOURSELF IS EVEN BETTER.

Rome, 6 July 2015 - Maggiore is relaunching its loyalty programme. Richer and more exclusive, the **new Maggiore Club** is designed to meet the new expectations of our most loyal customers, rewarding both their involvement and the simple transaction.

Easy, immediate and, above all, **free online registration** using the form available only on the maggiore.it website, which provides direct access to the first level, **Silver**, followed by **Gold** and **Platinum**, as well as the opportunity to immediately enjoy the benefits and privileges that membership status entails.

Another attractive feature is the earning of double points, divided into **Status** and **Premium**, where the former allows the client to move up or maintain the level reached, with **immediate advantages** like discounts on rates, accessories, free use of a satellite navigator, FastRent, double mileage points on Alitalia's MilleMiglia programme, dedicated assistance service, and the latter offers **fantastic rewards** as shown in the exclusive catalogue.

Members can now also access the new Maggiore Club on their **iOS** and **Android** mobile devices. Maggiore Club, the loyalty programme that contains all the value of the experience of Maggiore car rental services.

NEW MAGGIORE CLUB

More rentals, more prizes, more advantages.

FIND OUT MORE >



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