



Rent Maggiore and win Scrat's treasure.

Rome, 3 August 2012 - Under the newly signed partnership with Twentieth Century Fox, the global film studios and cinema distribution giant, a new Maggiore competition will be launched in the next few days. It is linked to the eagerly awaited film, Ice Age 4: Continental drift, the main theme of which will be the journey and the incredible adventures of the legendary Scrat and his fantastic friends, as they search for the treasure.

Until 20 October, Maggiore customers who rent a car or an AmicoBlu van for any duration and based on published rates, can participate in the "Rent Maggiore and win Scrat's treasure" competition, available through the web area at maggiore.it, reserved to the competition itself. Simply type your surname and the number of your rental agreement into the special form and check straight away to see if you have won an "instant win" prize: MSC mini-cruises for the whole family, two adults and two children. At the end of the competition, there will be a draw for the final super-prize: a fantastic one-week MSC cruise in the Mediterranean!

Full details can be found at maggiore.it and on Maggiore's Facebook profile.