



## **The Maggiore Group expands its commercial offer.**

Rome, 18 June 2012 – With a view to continuous improvement, the Maggiore Group has just launched three new car rental services, designed to satisfy to the best of our ability, the high expectations of a particularly demanding clientele. Three alternative forms of mobility, tailor-made for people who want borderless travel, purely for pleasure. The first is the Special Cars section, offering unique cars in the Maggiore fleet, all equipped with top quality fittings and very sought after for their high aspirational level. The second type is the Distinctive section, consisting of dream cars that are powerful and feisty, but also simple and classy, providing a service in business collaboration with the major specialized companies, leaders in luxury car rentals. Lastly, there is the Chauffeur Service section, significantly improved thanks to collaboration with major companies, leaders in the cars rental with driver sector, for people who prefer total relaxation to driving.

Three dedicated mini-websites, particularly attractive thanks to their creative design and the choice of images, provide detailed descriptions of the three new offers, all within the [maggiore.it](http://maggiore.it) portal.