



Press release

Travel with Maggiore and the great music of Live Nation.

Rome, 9 May 2012 - The commercial agreement between Maggiore, the leading 100% Italian-owned operator in the retail segment and in van rental under the AmicoBlu brand, and **Live Nation**, the world leader in concert organization, with more than 20,000 shows per year and over 2,000 international artists, continues with great success.

With perfect synergy between **Negramaro's Casa 69** and **Casa Maggiore**, the entertainment area adjacent to the venues where concerts are held, the megacompetition, "**Win the great music of Live Nation with Maggiore**", has now also been launched, providing anyone who rents a Maggiore car or an AmicoBlu van the possibility to participate in an instant prize draw and win two tickets for one of the big concerts organized by Live Nation.

Maggiore also reserves exclusive reductions for anyone who wishes to organize their own trip to attend one of the fantastic events:

- in Italy: 8% discount on the best car rental rates available at the time of booking, second driver option free and 8% discount on the purchase of the total/partial collision damage waiver supplement (SKO), the super theft protection for eliminated/reduced theft insurance supplement (STP) or the total/partial collision damage and theft insurance supplement (STK).

- abroad: up to 7.5% discount on the National Car Rental Variable Rate.

Simply book on-line or call the Maggiore call centre, referring to code M021221, and show your Live Nation ticket when you pick-up your rental vehicle.

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