



Official Global Rail Carrier



MILANO 2015



Press release

EXPO, TRENITALIA AND MAGGIORE LAUNCH “MOVING ITALIA”

- **train+car formula for exploring Italy during Expo**
- **rent in Lombardy and return the car to any Maggiore agency in Italy free of charge**

Rome, 08 June 2015

Visit Expo in Milan on board a Trenitalia *Frecce* high-speed train, and then rent a car in Lombardy to explore the rest of the country - you can return the vehicle to any Maggiore agency in Italy at no extra charge.

This is the "Moving Italia" formula announced by Trenitalia and Maggiore for Expo Milano 2015, exclusively for Trenitalia customers. The offer is designed specifically to meet the high forecast demand for mobility, especially for tourism, during the world's fair.

Moving Italia aims to exploit the attraction of Expo 2015 to inspire a wider interest in travelling and exploring the most suggestive parts of our country, rich in history and art. All thanks to an extremely functional train+car package with a unique feature for returning a car rented in Lombardy to any Maggiore agency in the country free of charge, on top of the usual sat-nav included in the price and discounts of up to 50% on rental rates.

This exclusive series of advantages and discounts is offered specially for Trenitalia customers travelling to Milan and Expo on *Frecce* trains: the numbers of whom are constantly rising: +20% on the same period in 2014.

The other advantages that Maggiore has always reserved for passengers using *Frecce*, Eurocity, Intercity and Euronight trains arriving in the main Italian rail stations will continue to be valid all year round, with the Noleggio Facile formula: up to 50% discount on the price list, free sat-nav and snow chains, a 50% discount on a ski-rack or child seat, special unlimited rental rates and access to seasonal special offers.