



Press release

The Maggiore/Trenitalia partnership continues

Rome, 30 June 2014 – Trenitalia and the Maggiore Group have renewed what has become a longstanding **partnership** agreement, providing dedicated car rental services at exclusive conditions for passengers using the **Alta Velocità high speed rail service**. The partnership is setting down stable roots and will continue to develop and improve overall journey quality, also in terms of environmental sustainability.

*"The intrinsically Italian nature of this relationship, exalting the style and originality of our range of offers, is what makes our firm stand out", commented **Vittorio Maggiore**, President of the Maggiore Group, "and this is why we are particularly proud to consolidate what has now become a long-standing agreement with Trenitalia." Vittorio Maggiore continued: "We have been working for a long time on developing entirely Italian projects, aiming to respond to new mobility needs and capable of offering Trenitalia clients top quality services in line with their ever increasing expectations."*

The "train&drive" travel package for Trenitalia clients includes full integration with a **dedicated website** which is easy to access directly when booking the products from the partnership, with personal areas and tailor-made rates also for the different types of Cartafreccia.

The traditional **Noleggio Facile** formula has been confirmed, with its super-low cost rates reserved for clients using the Alta Velocità high speed rail service and discounts on the various options, while **Maggiore EcoRent** is gaining popularity, allowing customers to travel by "train+car" at special rates and above all with zero environmental impact.

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