

## Press Release

### Amadeus launches unique leisure car rental solution for travel agents worldwide

Amadeus Cars Easy Shopper offers a user-friendly booking solution, prepaid and full inclusive rates

Hertz, Auto Europe and Holiday Autos available within the new solution

**Madrid, Spain, 18 September:** Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced the launch of Amadeus Cars Easy Shopper -- a comprehensive and unique leisure car rental solution for traditional and online travel agencies. It offers a wide range of competitive content direct from the leading global car rental providers such as Hertz, Auto Europe and Holiday Autos. The new solution is now available via online and offline booking channels, including the Amadeus e-Travel platform. These first launch partners are available within the system on a country-by-country basis, starting with the French market.

Amadeus offers a simple way to book leisure car rental with direct access in real-time to a wide range of car rental and brokers worldwide. Some of the key benefits for leisure travel agencies include:

- Access to fully inclusive prepaid rates not previously available from a GDS
- Increased productivity with a faster booking process
- Providing the best car rental alternative by comparing all the best options

Fabrice Quinquenel, Sales Director Europe, Hertz Europe commented, "It is very important to offer our customers an easy, transparent, fast and cost-efficient way to book their rental cars. Amadeus allows us to reach our customers worldwide thanks to their global presence and strong technology experience."

"We are delighted to build upon our current car solutions by creating a unique offering for the leisure market, demonstrating our dedication and flexibility to provide sophisticated IT solutions to the car rental industry. We firmly believe that Amadeus is

the right technology partner, with its proven success in the industry and its global reach,” stated, Albert Pozo, Managing Director, Travel Services & Leisure, Amadeus.

This latest leisure solution adds to the current Amadeus business offer to travel agencies.

- Ends -

### **Notes to the editors**

**Amadeus** is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include **travel providers** (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), **travel sellers** (travel agencies) and **travel buyers** (corporations and travellers). Solutions are grouped in four solution categories – **Distribution & Content, Sales & e-Commerce, Business Management** and **Services & Consulting**.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. At market level, Amadeus maintains customer operations in 76 countries covering more than 215 markets.

The company is owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 7,600 employees worldwide, representing 95 nationalities. More information about Amadeus is available at: [www.amadeus.com](http://www.amadeus.com)

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