

Press Release

Amadeus Cars Forum 2007 finds car leisure industry set to grow through multi-channel distribution

Madrid, Spain, 12 June, 2007: Over 30 industry experts met to discuss the changing trends and the future of the car leisure industry 18-21 May 2007. The theme of the forum, hosted on a cruise ship in the Caribbean was looking to the future of the car leisure industry.

One of several speakers at the forum was Douglas Quinby, a Leisure Travel Analyst from PhoCusWright, who spoke about the trends in leisure travel distribution. Quinby predicted that the car leisure industry in the US and Europe is set to grow to an estimated USD 21 billion and EUR 16.5 billion respectively by 2008.

In terms of distribution channels Quinby said growth in car leisure bookings are expected through supplier websites as well as through online travel agencies. In the US, the value of car leisure bookings made via car rental supplier websites are set to grow to a value of USD 4.7 billion by 2008 (a value increase of 88% from 2004) and in Europe to a value of EUR1.32 billion by 2008 (a value increase of 177% from 2004).

The value of the online travel agency channel in the US to car rental companies, according to Quinby, is also predicted to grow 67% from 2004 to 2008 making the channel worth USD 2.5 billion in bookings by 2008. In Europe the value of this channel is set to grow 211% between 2004 to 2008 to EUR 0.5 billion by 2008.

Albert Pozo, Director, Travel Services & Leisure, Amadeus said: "the Amadeus Cars Forum was an excellent opportunity for us to meet with important industry figures to discuss the past, present and future of the leisure car rental market. At Amadeus we are dedicated to supporting our car providers' strategy across all channels and we have seen throughout the event the importance of offering multi-channel distribution to take advantage of this exciting, growing market."

- 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

Contact details

Amadeus Media Relations
Corporate & Marketing Communication
tel : +34 91 582 7809
fax : +34 91 582 0188
e-mail : mediarelations@amadeus.com