

Press Release

Amadeus adopts new ACRISS Car Classification System worldwide to enhance car rental service for travel agents

Clearer car classification system and up-selling possibilities reduce search time and meet customer needs

Madrid, Spain, 26 March: Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced vehicle classification enhancements to its car rental distribution system in line with the recommendations of the Association of Car Rental Industry System Standards (ACRISS).

The adoption of the new vehicle classification codes will allow travel agents to benefit from a clearer classification system answering the car rental needs of their customers. In addition, Amadeus also implemented the introduction of pseudo codes, which reduce the amount of time an agent needs to spend searching within a specified group for vehicles such as vans or SUVs. New indicators have been incorporated into the display to clearly identify the search results that are exact matches to the search criteria, alternate vehicle availability and up-selling possibilities.

“The Amadeus system today represents a comprehensive new range of vehicle classification codes which increases the choice and efficiency travel retailers and car rental suppliers need in serving travelers worldwide,” stated, Albert Pozo, Managing Director, Travel Services & Leisure, Amadeus.

Jacqui Cahill, Car Product Manager EMEA, Carlson Wagonlit Travel commented, “Thanks to Amadeus’ enhanced car classification codes on the system, we are able to better identify the car renter’s needs, providing them with exact match offerings. Furthermore, we now have the ability to promote alternative higher group vehicles much faster and more efficiently.”

- 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 some 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