

Press Release

Amadeus – the first travel distribution company to introduce XML messaging for car rental companies

- *Amadeus develops a future-proof OTA XML messaging platform for car rental providers, migrating launch partner Dollar Thrifty Automotive Group*

Madrid, Spain, 09, June, 2009 – Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, has developed a new platform enabling car providers to exchange 100% of their messages using Open Travel Alliance XML technology, making data exchange far easier than it ever was before. This innovation underlines Amadeus' commitment to interact, share information and develop new services for customers, thereby facilitating the technology they will need for the future.

Amadeus Cars was already distributing content from its car rental partners to offline and online travel agencies using XML. Now, Amadeus can additionally exchange OTA XML messages with car rental companies, connecting them to their customers across the complete distribution chain using XML protocol.

This platform will bring the following additional benefits:

- **100% seamless content:** car providers can exchange **all** business information using XML messaging, improving data quality, accuracy and timeliness.
- **Speed to market:** Amadeus enhancements can be adopted faster by car providers thanks to the same interoperability language between Amadeus and car companies.
- **Cost savings:** XML messaging is easier to program and maintain as well as having widespread use amongst suppliers and distributors.

Charles A. Coniglio, VP e-Commerce & Global Distribution, Dollar Thrifty Automotive Group (DTAG), Inc. commented: “through Amadeus’s XML platform, we are now able to transmit ALL our content - rates and availability, plus location list and policy information – through one interface. In addition, as Amadeus rolls-out new functionalities, we can implement them quickly and easily

thanks to the same XML messaging exchange between Amadeus and ourselves. XML is the language of the future and DTAG are delighted to be a part of it”.

“This new enhancement in our car booking platform is a major step forward in Amadeus’ commitment to make the travel industry more efficient” commented **Jérôme Vanazzi, Head of Amadeus Cars**: “With the adoption of OTA XML Standards, both DTAG and Amadeus contribute to achieving a more streamlined distribution chain.”

Amadeus is an active promoter of the use of OpenTravel Alliance (OTA) XML standards.

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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 through 69 local Amadeus Commercial Organisations covering 217 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 8,570 employees worldwide, representing 105 nationalities.

More information about Amadeus is available at: <http://www.amadeus.com>

About Dollar Thrifty Automotive Group, Inc.

Dollar Thrifty Automotive Group, Inc. is a Fortune 1000 company headquartered in Tulsa, Oklahoma. Driven by the mission "Value Every Time," the Company's brands, Dollar Rent A Car and Thrifty Car Rental, serve value-conscious travelers in over 70 countries. Dollar and Thrifty have over 700 corporate and franchised locations in the United States and Canada, operating in virtually all of the top U.S. and Canadian airport markets. The Company's approximately 6,800 employees are located mainly in North America, but global service capabilities exist through an expanding international franchise network. For additional information, visit www.dtag.com or the brand sites at www.dollar.com and www.thrifty.com.

About OpenTravel Alliance

OpenTravel is a not-for-profit trade association, founded in 1999 by travel companies, with a primary focus on the creation of electronic message structures to facilitate communication between the disparate systems in the global travel industry. Our members actually do the work of identifying what messages are needed, prioritizing the work and creating the messages.

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