

Press Release

New research demonstrates that booking cars with Amadeus can save travel agents time and money

Results from an external study into agent booking performance show exciting new evidence that Amadeus Cars outstrip brand sites and call centres in terms of speed and cost savings

Madrid, Spain, 07 September, 2009: Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, recently carried out field research to determine the time required by travel agents to book car rental, comparing 3 car booking solutions: Amadeus Cars, car rental websites and call centres.

The study, which was conducted by international consultancy ALTEN Ingeniería, took place within 30 medium sized travel agencies located in France and Spain. Crucial to the credibility of the results, was that the car booking scenarios used to test the speed and ease of use of each solution, were observed in a normal travel agency environment and by a neutral team of researchers.

Danilo Spada, from **ALTEN Ingeniería**, who managed the project on behalf of Amadeus commented: “the study showed that Amadeus Cars was the most effective solution of the three when travel agents book car rental for their clients” and illustrated this point by saying “when comparing the results, Amadeus Cars is, on average, 01:12 minutes (46%) faster than microsites, and 01:47 minutes (59%) faster than call centres. In terms of annual cost savings, this equates to €35,000 - €98,000 for large travel agencies and €7,000 - €19,000 for smaller agencies.”

In interviews with travel agents, it became apparent that one of the main advantages of Amadeus Cars is the ability to integrate different booking elements of a trip into one PNR. Such automation enables agents to work faster and manage the customer booking more effectively (for example, make trip modifications, send updated itineraries and enable back office integration, with minimal manual intervention).

“With travel agencies needing to find ways of improving productivity, reducing costs, and increasing revenue, we can now demonstrate with hard facts and figures that by using Amadeus

Cars, we can help agents achieve these goals” comments **Jérôme Vanazzi, Director of Amadeus Cars**.

The White Paper, detailing the productivity, revenue and qualitative analyses of this study, as well as the different booking scenarios used to make the comparisons, can be downloaded at: www.amadeus.com/showmethethevalue and is entitled “Measuring how travel agents can profit from car booking solutions”.

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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 71 local Amadeus Commercial Organisations covering 219 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 8,600 employees worldwide, representing 105 nationalities.

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

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