



Maggiore and Seat: New Intermodal Search and Booking Services

Rome, 21 June 2009 - Maggiore, a leader in the Italian market for short-term car hire, and **Seat Pagine Gialle**, one of the world's leading multimedia advertising operators, have just finalised an ambitious new business agreement intended to provide **an increasingly high quality service geared more closely to the current demand for mobility**.

By exploiting the technology and experience of Seat to the full, Maggiore has diversified its investment in **Pagine Gialle** by flanking its traditional presence in printed telephone directories with two major new platforms intended to make it easier for customers to carry out searches: the **voice** and **web** projects.

The **voice** project sees Maggiore involved with the **89.24.24 Pronto PagineGialle** service providing a link to all Maggiore agencies and ensuring that they will be contactable through all searches under the item "Autonoleggio" (car hire).

This function allows users "on the move" to find the contact details of their nearest agency and to **book a hire car directly over the phone**, using the Personal Assistants on the 89.24.24 Pronto PagineGialle service.

The **web project** is closely integrated with the voice project, and allows customers to hire cars or AmicoBlu vans from an agency in the desired location, but also to **view a map** of the agency's location on a **customised web page**.

The geo-localisation of the chosen Maggiore agency makes it easier for users to see its location, thus facilitating contact between agency and customer. This customised service can be accessed via the portal PagineGialle.it, through a specially-designed interface.

"We are very pleased with the level of integration we have achieved with Seat" confirmed **Simone Saponaro**, Director of Information Systems and General Affairs, Maggiore Rent SpA. *"We are certainly aiming to make things as easy as possible for our customers used to Seat services. Thanks to these integrated systems, customers can now contact us without departing from the interfaces they are accustomed to relying on."*

"We are enthusiastic about the Maggiore agreement, in which another major Italian company is relying on the experience of SEAT Pagine Gialle to expand its business opportunities" commented **Luigi Langella**, Large Customer Director at SEAT Pagine Gialle. *"The synergies with Maggiore agencies have further enhanced our wealth of information assets, which can only benefit users of the 89.24.24 service and the website Paginegialle.it"*.

Through these extra services, and thanks to more than **170 agencies** in Italy's major cities, airports and railway stations, Maggiore also intends to consolidate its natural tendency towards building a **strong local presence**.

The **extensive scope and wide availability** of the service are just some of the assets on which Maggiore is now building its strategy.

Maggiore Rent S.p.A. (www.maggiore.it), a leader in the market for the short- and medium-term hire of cars and commercial vehicles, has developed an extensive network with branches in over 100 Italian cities, with over 170 hire agencies and 2,000 service desks across the country. Founded in 1947 by brothers Giuseppe and Francesco Maggiore, Maggiore Rent S.p.A. is now one of the main operators in the rent-a-car market. The company has a fleet of around 16,000 vehicles in Italy, and together with its partners National and Alamo, is present in 80 countries with 3,800 agencies.

Seat Pagine Gialle

The SEAT Pagine Gialle Group is one of the main operators at world level in the sector of multimedia profiled advertising, offering "print-voice-online" directories, high-tech products for the Internet and for satellite and orthophotometric navigation, as well as complementary communication services such as one-to-one marketing.

SEAT Pagine Gialle has been engaged in information services, and search and communications tools for over 80 years. It is a success story based on a brand that is familiar to everyone, a sales network employing over 2,000 persons, a technology that is constantly evolving and a database that includes 13.5 million households and 3.5 million businesses (2008 data), and a wide range of products guaranteeing a real integrated system of communications to over 500,000 Italian customers. About 65 million volumes distributed to the homes and offices (2008 figures) and about 330 million hits on online directories (2008 figures) connect people and businesses, bringing together needs and solutions and promoting economic exchanges.

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