

aMADEUS

Your technology partner

Amadeus Cars Technology Solutions

Cars

Love cars & love Amadeus



Love cars, love Amadeus & seize new opportunities

We're passionate about cars and we're passionate about you. Working together, we can build a strong and profitable partnership to accelerate your business growth and open up new routes to market.

The car rental industry is becoming increasingly competitive and your business is now facing challenges on multiple levels. To ensure long-term success, you need to increase the loyalty of leisure travellers and streamline the arrangements you have with corporate customers – as well as increasing market share in both existing and new markets and finding a way to reduce both operational and distribution costs.

At Amadeus, we offer an unrivalled combination of car industry experience and cutting edge technology that's specifically designed to put your business in the driving seat.



Sell more, sell better, sell faster with Amadeus Cars!

A complete offering to suit your specific business

Our innovative, end-to-end, multi-channel solutions are sophisticated, yet simple to use. We offer a complete range of products and solutions, all of which have been specifically designed and developed with your particular needs in mind. They enable us to help and support you to reduce costs right across your business while also successfully differentiating your brand and building customer loyalty.

Reduce costs and streamline your business

With Amadeus Cars, you can sell your content from a single point, reducing ongoing IT and maintenance costs. Increasing your share of automated bookings via travel agents will also help to decrease help desk and call centre costs. And you can cut additional costs by reducing the number of no-shows, thanks to full PNR integration of all the details of every car rental booking, including specific location information.

Differentiate your business within the market

Get closer to your customers and gain better brand exposure throughout the travel industry. You can now send updated, customised information to the point of sale 24/7, delivering clear messages to agents rapidly and cost-effectively. You can also display user-friendly, multimedia information – including car pictures, vehicle capacity and luggage icons – and target promotional messages by country, city, airport or even agency.

Increase customer loyalty and retention

Become the preferred supplier of travel agents, corporations and leisure travellers alike – while also increasing customer satisfaction and loyalty. With Amadeus Cars, your products and services are available 24/7. Full PNR integration allows all elements of a car booking to be incorporated and you can further improve the traveller experience by providing additional useful information about specific car rental locations. Compliance with your clients' policies and preferences is automated.

Love cars, love Amadeus & expand your horizons

Drive your business forward with Amadeus as your technology partner.

Amadeus is one of the leading providers of technology for the global travel and tourism industry.

We are the preferred IT partner of some of the world's biggest airlines (Air France, Lufthansa, Iberia, Qantas), hotel chains (Wyndham) and car rental companies.

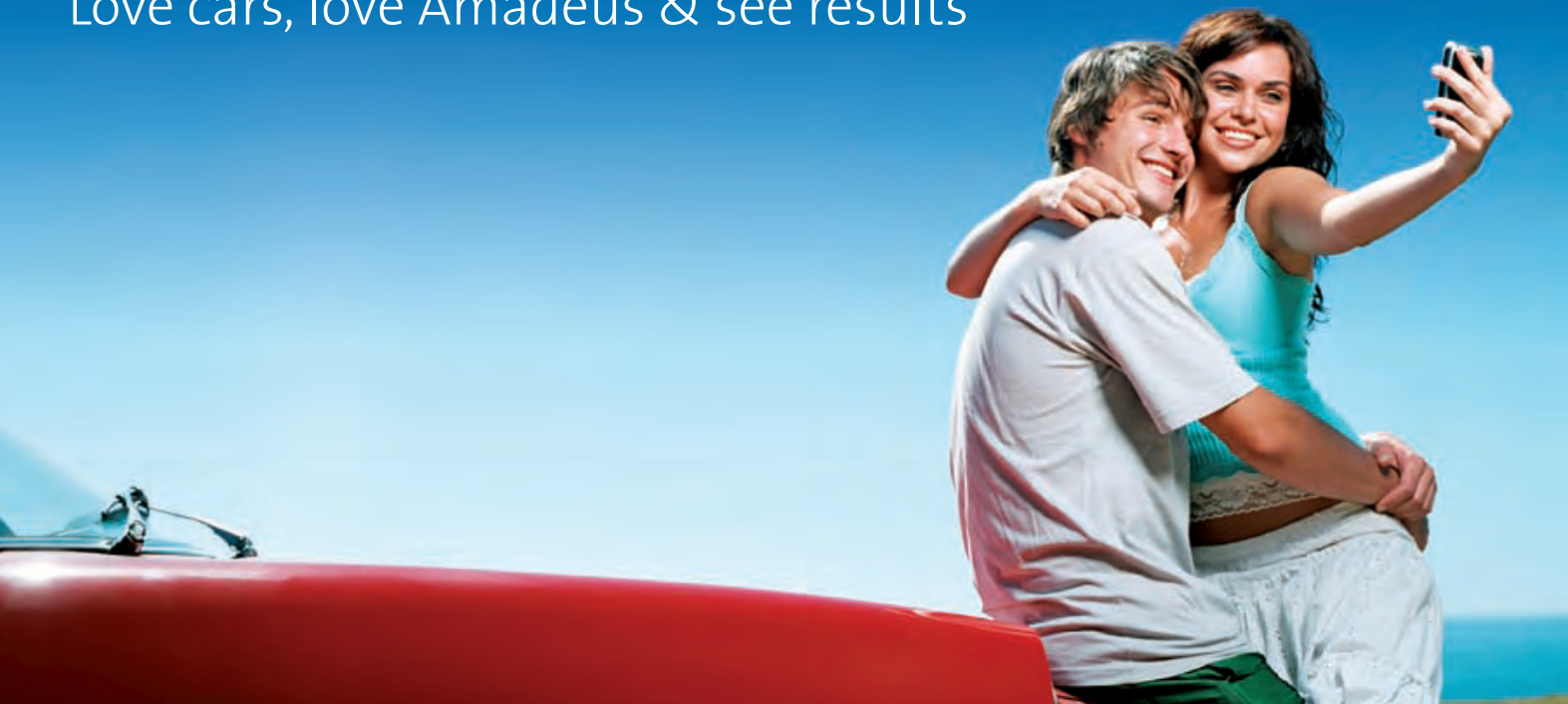
To guarantee higher visibility for your business, we carefully select our providers to ensure the best and most reputable car rental brands are offered to our customers.



10 reasons to love Cars & love Amadeus

1. The Amadeus Selling Platform is used in 217 markets around the world
2. With Amadeus, you can reach 332,000 terminals, 93,000 travel agent locations and 30,000 airline booking offices all over the world
3. The Amadeus Selling Platform offers more content than any other GDS – including 500 airlines, 248 hotels chains with 77,000 properties, 17 cruise lines, 106 rail companies and 7 ferry operators - increasing cross-selling opportunities
4. Amadeus offers an unrivalled combination of car industry experience and cutting edge technology
5. Selling cars through Amadeus is up to 70% faster than going to internet sites or using the phone (source: Dr Fried & Partner)
6. Amadeus is so much more than a GDS – it offers a complete range of multi-channel, multi-user solutions
7. Amadeus' data centre in Germany is one of the biggest worldwide dedicated to travel. It manages more than 480+ million transactions a day and processes more than 3 million + net bookings per day
8. Amadeus is robust and reliable – the central data centre features more than 99.5% guaranteed server accessibility
9. Amadeus delivers outstanding customer service, providing comprehensive on-line support, highly qualified helpdesk staff and a proven "Follow the Sun" service concept that means quick, effective problem resolution, any time
10. Amadeus is a dedicated and trusted long-term partner, with 20 years of proven results

Love cars, love Amadeus & see results



Invaluable experience and in-depth expertise

Over the past 20 years, Amadeus has grown to become one of the world's leading technology providers for the global travel and tourism industry. So you can trust our experts to provide the insight and advice you need, and rely on our advanced technology to enable your future success. Innovative Amadeus Cars solutions are designed to help you to optimise revenues, expand your business into new markets and be ready to meet the needs of tomorrow's travellers.

Optimise revenues

Amadeus Cars offers easier up-selling for agents and optimal revenue management and reporting for you. Efficient and easy-to-use, it also enables travel agents to increase their productivity and book more cars in general. You can leverage existing strategic partnerships to cross-sell products, while also benefiting from intelligent cross-sell opportunities, including targeted promotions and animated banners. With our innovative solutions, you can offer customised content in line with your customers' requirements while also increasing overall brand awareness – resulting in even more sales.

Operate on a global level

With Amadeus as your technology partner, you can enjoy unprecedented market coverage and optimise access to more content through more channels. Amadeus Cars relies on a portfolio of multi-channel solutions, including both offline and online solutions, to meet the specific needs of traditional travel agents, online travel agents, call centres, retail shops and corporations worldwide. So you can expand your business geographically and benefit from the accuracy and reliability of Amadeus technology – anywhere and everywhere.

Be prepared for the future

Now you can offer your customers rich, multimedia content in a user-friendly environment that boasts plenty of future-proof features. Whatever the requirements of tomorrow's travellers, you can rest assured that you can rely on cutting edge technology and pioneering solutions that meet – or even exceed – the latest industry standards. With Amadeus Cars, you can benefit from a stable technical environment that offers less maintenance and more flexibility, so you can develop your business in line with your customers' future needs.



Love Amadeus Cars solutions

With Amadeus Cars, you can sell your content from a single point, distributing it to multiple users through multiple channels. It's easy, cost-efficient and effective.



1 Link



Multi-channel

Point of sale	Solutions
Travel Agencies	> Amadeus Selling Platform
Online Travel Agencies	> API Web Services > Amadeus eRetail
Corporations	> Amadeus eTravel Management
Airlines	> API Web Services > Amadeus eRetail > Call Centre application (ATO/CTO)
Tour Operators	> API Web Services
Travel Services Providers	> API Web Services > Amadeus eRetail

CONTENT & FUNCTIONALITY

Seamless Content

- > Real time availability including estimated total
- > Location list, location search, geocoding, shuttle information
- > Car rate feature display
- > Car policy display

Features & Functionality

- > Booking (book, amend, display, cancel)
- > e-Voucher
- > Delivery & Collection
- > Prepayment option (Easy Shopper)
- > Modification & cancellation fees (Easy Shopper)
- > Multimedia
- > Cross-selling & up-selling
- > Travel policies preferences
- > PNR integration

Plus, you can also benefit from:

Amadeus Advertising

Provides a high-impact promotional platform for your business, allowing you to reach travel booking professionals in more than 217 markets worldwide. With a flexible range of message options, you can increase the effectiveness of a conventional campaign or create standalone electronic advertising that really stands out – delivering a direct impact on sales. On-screen messaging options appear on the most frequently viewed screens or at key points in the booking process, so your promotional message will be seen as an appropriate task is being performed – for maximum effect.

Amadeus Check My Trip

Online tool provides your customers with easy access to their itinerary and uniquely relevant destination details. It enables customers to have their car rental information handy at all times, so they no longer need to call your rental locations and/or call centres. This information can also be synchronised with their electronic calendars and PDAs.

Love cars, love Amadeus & make people happy

Amadeus is committed to providing powerful multi-channel technology solutions that are fit for the future. What's more, our investment plans include significant development of new products and solutions specifically for your market.

Our innovative, yet easy-to-use, technology helps you to deliver improved business performance and enhanced customer service while creating a strong, differentiated presence in an increasingly competitive market.

With Amadeus as your technology partner, you can benefit from complete solutions and invaluable expertise – so you can look to the future with confidence. Because we work with you to understand your needs, providing solutions that are proven, flexible, secure and totally reliable. And we'll always be here for you...

For more details, log onto amadeus.com/cars today