

Amadeus Cars Online Solutions

“I need... the right online cars solution **”**



Talk to Amadeus

“I need ... a solution that suits me ”

Develop additional revenue by offering your customers car rental in the way that best suits your business

Whatever your specific business needs, you can rely on innovative and intuitive Amadeus technology to deliver a car booking solution that suits the way you want to enhance your online offer.

In challenging economic times, you need to be able to seize every opportunity to grow and differentiate your business, to tap into new opportunities and develop additional revenue streams. With Amadeus at your side, you can do just that.

Amadeus is the world's leading IT provider for travel solutions. We are dedicated to offering advanced, yet easy-to-use, technology that's tailored to suit the needs of your specific type of business.

Intuitive technology that meets everyone's needs

Amadeus Cars online solutions are based on innovative, user-friendly technology that enables you to deliver a sophisticated car booking experience, which meets the needs of both your customers and your business.

Car bookings can be quick, easy and secure for your customers – and streamlined for you. While customers enjoy instant access to extensive global content, end-to-end automated booking flows and full PNR integration result in increased back office efficiency and optimal revenue maximisation for your business.

With Amadeus Cars solutions, you can:

- ✓ Differentiate your business
- ✓ Offer a better customer experience
- ✓ Maximise revenue opportunities

“I need ... the right cars solution for my business”

Whatever you need, we've got a cars solution specifically designed to help you drive your business forward

It's easy to find an Amadeus Cars solution that suits the way you want to enhance your online offer. Regardless of which solution you choose, you'll be able to take advantage of advanced yet easy-to-use technology that enables you to benefit from greater business efficiency and lower development and maintenance costs, at the same time as offering an excellent customer experience.



Amadeus Cars online solutions key features and benefits

- > **Quick and easy access to extensive global content**
 - 30 car rental providers (including multinational, local independent car rental providers and car rental brokers)
 - Over 36,000 car rental locations in 250 countries
- > **Fast, reliable and secure connectivity with 99.9% uptime**
- > **Retrieve real-time rates and availability from your chosen car rental provider**
- > **Access to all rate types: public, negotiated, net, pre-paid, pay on arrival**
- > **Comprehensive rich multimedia content**
 - Vehicle images, features icons and capacity information
- > **Extensive location details, including geo-codes and airport shuttle information**
- > **Amadeus Cars eVoucher does for car rental what Amadeus eTicket has done so successfully for air travel**
- > **'Follow the sun' 24/7 support**
- > **PNR integration for greater efficiency and effective cross-sell options**
- > **Benefit from ongoing product and content enhancements**
- > **Expert car rental advice and consultancy**

Simply select the option that best describes your specific business requirements

We offer a comprehensive choice of car booking applications, which range from plug & play solutions for quick and easy set-up, a more tailored option or we can empower you with our rich content and functionality to build your own unique solution that matches your exact requirements.

Each option offers something unique, so you can adapt the look and feel of your cars offer to create a booking solution that best meets your specific business needs.

Amadeus Cars Plus eRetail HTML

- ✓ I am an existing Amadeus eRetail customer
- ✓ I need a plug & play car solution to add to my existing offering
- ✓ I need a quick to market solution that requires no development

Amadeus Cars Plus HTML

- ✓ I need a B2C plug & play car solution
- ✓ I need a quick to market solution that requires no development
- ✓ I need to benefit from ongoing solution enhancements and developments

Amadeus Cars Plus eRetail XML

- ✓ I am an existing Amadeus eRetail XML customer
- ✓ I need to add cars to my existing online offering
- ✓ I need to develop a car solution with the support of the Amadeus Cars business logic and the guidance of a pre-defined booking flow

Amadeus Cars Web Services

- ✓ I need to build a unique car solution and benefit from Amadeus Cars' extensive features and content
- ✓ I need to enhance an existing car solution with Amadeus features and content
- ✓ I need ultimate flexibility

Amadeus Cars Plus eRetail HTML

Amadeus Cars Plus eRetail HTML enables existing Amadeus eRetail customers to diversify their offering and grow revenue through car bookings, with little or no development required.

Maximise your revenue with car rental

Amadeus Cars Plus eRetail HTML is a quick, easy and cost-effective way for existing Amadeus eRetail customers to add car rental to their existing product offering.

It delivers all the rich content and functionality of a sophisticated car booking application via a plug & play solution that requires little or no development. You can maximise your revenue by adding car rental to the flight booking flow and also offer your customers the option to book car rental on its own from the homepage.

With over 40 different customisation parameters you can create a car booking solution with a look and feel that matches your specific requirements – all with a very quick time to market.

Key features and benefits

> Comprehensive functionality

- Quick and easy access to extensive content from multinational car rental companies, local independent car rental providers and car rental brokers
- User-friendly graphical user interface (GUI), featuring the latest web technology
- Rich multimedia content, including:
 - Vehicle images, with make and model description;
 - Vehicle features, including icons for air conditioning, transmission, seating and luggage capacity, green cars, etc;
 - Rental locations displayed on a map alongside recognisable landmarks;
 - Airport shuttle information to guide your customers through the rental collection process
- Offer your customers competitive prices with the ability to offer public or negotiated rates, either pre paid or pay on arrival

> Quick time to market

- Simple plug & play set-up, so you can very quickly start to profit from car bookings
- No technical expertise or development resources needed
- A car module that is fully integrated into your existing eRetail solution

“I need...
to offer my customers more”

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Search Options

“Diversify your offering and grow revenue through car bookings.”

eRetail

HTML

> User-friendly for excellent customer service

- Offer up to 3 different search options:
 - by airport or city;
 - by specific address or landmark;
 - by car rental station
- Offer up to 3 different rate availability displays:
 - Listing view – grouped by car rental location or arranged according to price;
 - Category view – offering easy comparison of rates by car category;
 - Map view – showing locations of car rental stations alongside local landmarks
- Customers can easily compare prices across multiple offers
- Full PNR integration and pre-filled data from a flight booking is user-friendly for your customers
- A competitive offering with the retrieval of real-time rates, offers and availability
- Efficient handling of loyalty programme and frequent flyer numbers, so customers can earn points with every booking
- Available in 23 languages, a solution for multiple points of sale worldwide

> Additional revenue opportunities

- Enable your customers to easily add car rental to a flight or hotel booking
- Promote your brand or offers through banner advertising, you could even secure advertising revenue from your preferred partners

> Easily customised to suit your business

- Over 40 different customisation parameters:
 - Adapt colour, design, language and currency to reflect the look and feel of your existing online offer
 - Choose from 30 different car rental companies, according to your preferred commercial agreements
 - Select from a range of customer search and display options to suit your specific business needs

Amadeus eRetail is the world’s most widely adopted fully customisable e-commerce travel booking solution, powering more than 120 websites for over 60 airlines in more than 75 markets worldwide. **Upgrading to Amadeus Cars Plus couldn’t be simpler for Amadeus eRetail customers.**



Amadeus Cars Plus eRetail HTML

- ✓ I am an existing Amadeus eRetail customer
- ✓ I need a plug & play car solution to add to my existing offering
- ✓ I need a quick to market solution that requires no development

Amadeus Cars Plus HTML

Amadeus Cars Plus HTML is a plug & play solution that enables you to quickly and easily sell car rental online.

Quick, easy and affordable

Amadeus Cars Plus HTML is an easy and intuitive online plug & play solution that requires no technical expertise or development resources, yet delivers all the functionality of a sophisticated car booking application. You can use it to differentiate your business and offer your customers excellent customer service, at the same time as benefiting from sales and revenue opportunities from car bookings.

With over 40 different customisation parameters you can create a car booking solution with a look and feel that matches your specific requirements in no time at all.

With Connectors, you will even have the option to integrate the search panel from an existing website or you can just customise the pages provided.

“I need...
a quick and easy cars solution”

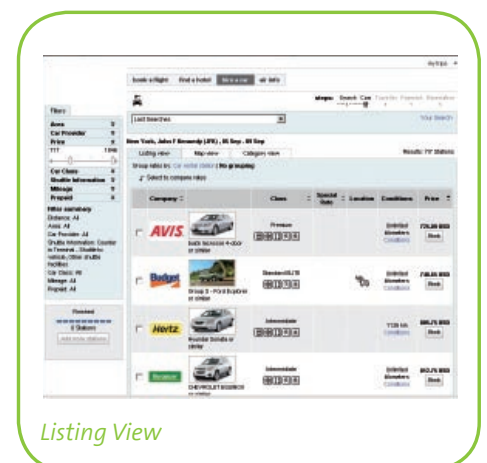
Key features and benefits

> Easily customised to suit your business

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 - Select from a range of customer search and display options to suit your specific business needs

> Quick and cost-effective implementation

- Simple plug & play set-up, so you can have a car booking solution up and running on your website in no time
- No technical expertise or development resources needed
- To maintain the look and feel of your existing website, you can choose to use connectors to keep your own search page and then customise the pages we provide for the remainder of the booking flow



“A cost-effective solution that can be up and running in no time.”

HTML

> Comprehensive functionality

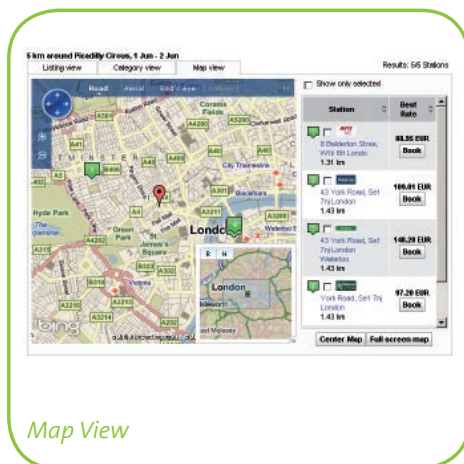
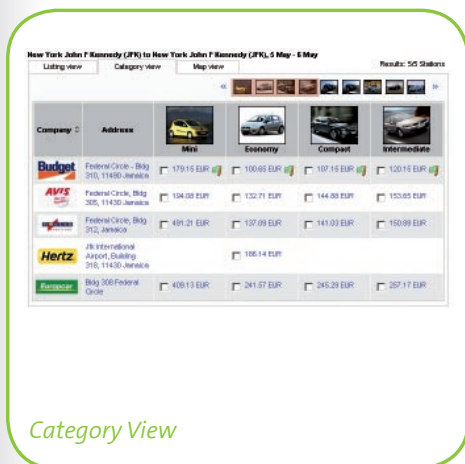
- Quick and easy access to extensive content from multinational car rental companies, local independent car rental providers and car rental brokers
- User-friendly graphical user interface (GUI), featuring the latest web technology
- Rich multimedia content, including:
 - Vehicle images, with make and model description;
 - Vehicle features, including icons for air conditioning, transmission, seating and luggage capacity, green cars, etc;
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 - Airport shuttle information to guide your customers through the rental collection process
- Offer your customers competitive prices with the ability to offer public or negotiated rates, either pre paid or pay on arrival

> Additional revenue opportunities

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> User-friendly for excellent customer service

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Amadeus Cars Plus HTML

- ✓ I need a B2C plug & play car solution
- ✓ I need a quick to market solution that requires no development
- ✓ I need to benefit from ongoing solution enhancements and developments

Amadeus Cars Plus eRetail XML

Amadeus Cars Plus eRetail XML is a customisable booking interface with Amadeus Cars business logic and a pre-defined booking flow that can be tailored to meet your specific business needs.

Clever and customisable

Amadeus Cars Plus eRetail XML leverages cutting edge technology to enable you to integrate the latest functionality into your existing online offering. You can differentiate your business and offer your customers more, while increasing revenue through car rental bookings.

With Amadeus Cars Plus eRetail XML, you can take advantage of Amadeus business logic and a guided booking flow that will enable you to develop an advanced car booking solution with a unique look and feel that matches your requirements.

Key features and benefits

> Built to suit your business

- With Amadeus Cars Plus eRetail XML, you can add car rental to your online offering and earn revenue from a new product line
- Take advantage of Amadeus Cars business logic and a pre-defined booking flow to guide your tailored implementation
- Developing the solution with Amadeus Web Design Services enables you to offer your customers features and functionality that are relevant to their specific needs and which set your business apart
- Choose from 30 different car rental providers, a select few or just a single car rental provider, according to your preferred commercial agreements
- Using Amadeus functionality, you can develop user-friendly customer search options to suit your specific business needs

“I need...

a cars solution that sets me apart”

“Integrate the latest functionality into your web application to create a unique look and feel”

XML

> Tailored implementation

- Choose to completely outsource the implementation to the Amadeus Web Design Services team or have Amadeus working alongside your own development team
- Your solution can be developed in the way that best suits your business, using Amadeus Cars business logic for a pre-defined booking flow
- Custom developed search & availability pages can be mixed with existing HTML passenger and confirmation pages as needed
- With a tailored implementation, you will benefit from a flexible business model that can be adapted for different sites or markets

> Comprehensive functionality

- With Amadeus Cars Plus eRetail XML, you will be able to access 30 car rental providers, including multinational car rental companies, local independent car rental providers and car rental brokers
- Offer your customers competitive prices with the ability to offer public or negotiated rates, either pre paid or pay on arrival
- Maximise conversions and your revenue by offering car rental during the flight booking flow, and also benefit from customers booking car rental on its own from your homepage
- Offer a non-disruptive booking flow and ensure customers stay on your site when booking car rental
- Benefit from full PNR integration for optimum back office efficiency and improve customer service with pre-filled data from a flight booking

Amadeus Cars Plus eRetail XML

- ✓ I am an existing Amadeus eRetail XML customer
- ✓ I need to add cars to my existing online offering
- ✓ I need to develop a car solution with the support of the Amadeus Cars business logic and the guidance of a pre-defined booking flow

Amadeus Web Design Services

If you choose to implement Amadeus Cars Plus eRetail XML, our experienced Web Design Services team will work closely with you to support and guide you through the process necessary to build your own car booking solution. You can even fully outsource to us if you prefer, so that we take care of the development on your behalf.

Our full service package guarantees quality at every step of the process and covers:

- > Car rental expertise and knowledge sharing;
- > Design;
- > Project management;
- > Site creation and configuration;
- > Integration;
- > Functional and technical support;
- > Maintenance.

Amadeus Cars Web Services

Amadeus Cars Web Services empowers you with the most advanced and innovative car rental technology and content available, giving you complete control and ultimate flexibility.

Completely unique, fully flexible

Amadeus Cars Web Services enables you to create a completely unique cars solution that gives you the advantage of complete control and ultimate flexibility. You can use it to differentiate your business and offer your customers more, while also maximising your revenue from a unique car rental solution.

With Amadeus Cars Web Services, you can build your own car booking solution, implementing a look and feel that exactly matches your specific requirements – and technology that supports the way your business works best.

Key features and benefits

> Comprehensive content

- Amadeus Cars Web Services provides access to 30 car rental providers in over 36,000 locations in 250 countries, including multinational and local independent car rental providers and car rental brokers
- The ability to retrieve all rate types – public, negotiated, net, pre-paid, pay on arrival, etc
- Access to the Amadeus Cars location database, which includes location geo-codes and airport shuttle information
- Access to the Amadeus Cars multimedia database, which includes vehicle images and make and model descriptions

> New features

- A new and advanced availability message means you can now retrieve all rates (including a combination of rates) and availability from multiple providers, including multimedia content for a given location – all in one single search
- You can now use the Amadeus mark-up tool to mark up net rates retrieved from your chosen car rental provider

“I need...
to build a unique cars solution”

“Differentiate your business and drive sales in a way that suits you.”

> **Ultimate flexibility**

- Amadeus Cars Web Services allows you to use Amadeus' advanced, innovative technology, comprehensive content and integrated functionality to develop your own cutting edge car solution
- Developing your own solution gives you complete control and the freedom to build a totally unique car solution that best suits the way you want to expand your online offering

> **Built to your specifications**

- Use Amadeus Cars Web Services to add an advanced, fully flexible car rental solution to your online offering
- Take advantage of Amadeus' integrated technology to reduce development costs and data maintenance:
 - 1 Link to all providers
 - Benefit from Amadeus' location and policy database
 - Homogenous data for all providers including Acriss vehicle and location standards
- Leverage industry-leading functionality to increase bookings and enhance customer loyalty
- Choose from 30 different car rental companies, a select few or just a single car rental provider, according to your commercial agreements
- Develop your own user-friendly search and display pages with Amadeus multimedia or location data that includes geo-codes for incorporating your own map displays

Amadeus Cars Web Services

- ✓ I need to build a unique car solution and benefit from Amadeus Cars' extensive features and content
- ✓ I need to enhance an existing car solution with Amadeus features and content
- ✓ I need ultimate flexibility

Web
Services

Which solution is right for you?

Take a look at this summary of the typical users, types of solutions, key tools and technical development requirements of each of our online cars solutions – and see which option best suits the way you want to expand your business...

	Amadeus Cars Plus eRetail HTML	Amadeus Cars Plus HTML	Amadeus Cars Plus eRetail XML	Amadeus Cars Web Services
Who is this for?	Existing Amadeus eRetail customers who need an intuitive and user-friendly plug & play solution to add car rental to their online offer	Customers who need a standalone, plug & play car bookings solution	Existing Amadeus eRetail XML customers who need to add car rental to their online offer	Online customers who need to develop a new cars solution or enhance an existing solution with new features and content
What type of solution do you need?	B2C	B2C	B2C or B2B	B2C or B2B
What will you need to do?	Configure the user interface according to your needs	Configure the user interface according to your needs	Develop the booking engine and user interface with the guidance of Amadeus Cars pre-defined business logic	Develop the booking engine and user interface using Amadeus Cars content and functionality
Payment options	Pre-payment to the car provider or pay on arrival	Pre-payment to the car provider or pay on arrival	Pre-payment to the car provider or pay on arrival or own pre-payment solution	Pre-payment to the car provider or pay on arrival or own pre-payment solution
Mark Up Tool	Not applicable	Not applicable	Own mark-up tool	Own mark-up tool or Amadeus mark-up tool

Amadeus Cars consultancy services

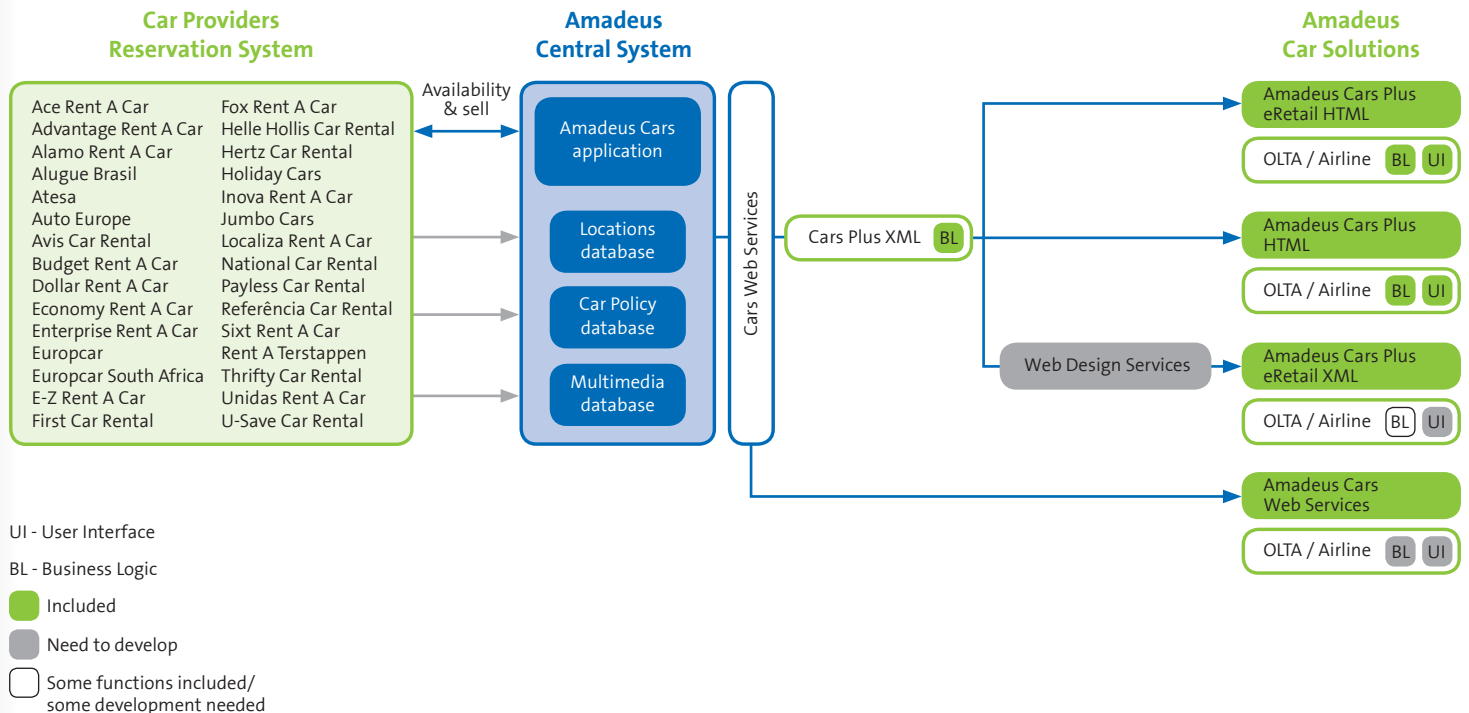
Whatever your specific business needs, we can help advise and guide you through the selection and implementation of the most appropriate Amadeus Cars solution for your particular business.

Expert car rental advice and consultancy

Once you've selected the route that best suits the way you are looking to expand your online offer, we can provide expert advice to help you set up a whole car rental programme. This includes everything from facilitating discussions with car providers while you're setting up commercial agreements to advising on how to promote car rental to your customers.

Our team of specialists is always on hand to provide invaluable business and technical expertise to our customers, sharing their considerable knowledge of the global car rental market – and the benefits it can offer your organisation.

How it works: Amadeus Cars Architecture



“I need ...
a cars solution that suits my business”

Find out more

For further information, visit www.amadeus.com/cars
or speak to your Amadeus Account Manager today