



Press release

New Maggiore Android App

Rome, 7 May 2014 – The new Maggiore app designed for **Android** is the latest technological tool to join the Group's existing range of **high added value services**, which started with the mobile site and IOS app.

The new Maggiore app offers top quality, easy to use **customised booking systems** for both car rental and AmicoBlu van rentals. The result is an essential tool for planning your business or leisure travel even **on the go**.

The booking process is fast, detailed and clear, offering a simple, intuitive and enjoyable user experience.

With special rates, dedicated services and direct bookings, the app automatically recognises **Maggiore Club** members, allowing them to bypass the maggiore.it portal.

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