

*Press release*

## **For AmicoBlu, the Maggiore Group has chosen the reliability of the Mercedes-Benz Sprinter.**

*Roma, 10 June 2014* – The Maggiore Group, the largest entirely Italian-owned car rental agency and absolute leader in commercial vehicle rentals under the AmicoBlu brand, has chosen to extend the quality of its fleet with the new Mercedes-Benz Sprinter, **the first and only van in its category with a 7G-TRONIC PLUS automatic seven-gear gearbox.**

The first four of the 40 Sprinters ordered were delivered today at the Mercedes-Benz Italia facility by **Alwin Epple**, President of Mercedes-Benz Italia, and Dario Albano, Van Sales Director for Mercedes-Benz Italia, to **Vittorio Maggiore**, President of the Maggiore Group and Stefano Gargiulo, Business Rent Director at Maggiore Rent.

"We are very pleased with the introduction of such high-performing vehicles as the Mercedes-Benz Sprinter to our fleet", commented Mr Gargiulo. "They will increase the quality of our vehicle fleet, offering a genuine pleasure to drive for our clients, also thanks to their unique automatic gearbox".

AmicoBlu Sprinter offers buckets of comfort, safety and driving pleasure, with its advanced **Crosswind Assist** system that protects you from side winds, **integrated sat nav**, comfortable driving seat, air conditioning and satellite localisation. A total of 40 vehicles have been ordered, 25 of which with Euro 4 certification, divided into 3665 mm and 4325 mm, and will be available within the next ten days from agencies in Rome, Florence, Bologna, Verona and Milan.

"Mercedes-Benz vehicles match the Maggiore Group's AmicoBlu customers' needs perfectly; the quality and efficiency of the Sprinter make it the absolute reference point in the market and will be an important added value for the fleet of the number one commercial vehicle rental firm", commented Dario Albano, Van Sales Director of Mercedes-Benz Italia.

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