

# Carrentals.co.uk Launches Affiliate Offering



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**Press Release Summary: Leading car hire price comparison site Carrentals.co.uk unveils affiliate service for UK business, combining leading brands, high conversion rates and 5% commission**

Press Release Body: **27 January 2009** – UK businesses looking to create additional revenue streams can take advantage of a new affiliate offering from car hire price comparison site Carrentals.co.uk, which is offering 5% commission and a market leading conversion rate of 4%.

The company, which was voted Best Car Hire Website in the 2008 Travolution awards, has launched the new service to provide businesses of all sizes with a high quality, profitable affiliate solution featuring prices from leading rental providers such as Holiday Autos, Thrifty and AutoEurope.

Gareth Robinson, managing director of Carrentals.co.uk, says: "We have up to 50 rental companies compared on one site, low prices, and the technology to accurately manage the affiliate service. Our sales convert at around 4%, which is three times higher than any of our competitors, and with a 5% commission rate partners have the potential to achieve a healthy revenue stream."

With the new affiliate solution businesses simply feature a Carrentals.co.uk banner on their website, which visitors click on to

make their booking. All reservations are made through the Carrentals site, with clear tracking and reporting of booking figures and commission levels.

Gareth adds: "This affiliate solution is designed to be easy for businesses to work with and make money from. Our site is one of the most respected and widely recognised in the car hire market. What we are now doing is opening this up to all UK companies who want to build their affiliate revenue streams. With well known brands such as Sixt and EasyCar featured, plus the ability to compare hundreds of prices, this is designed to be the best car hire affiliate programme available."

The affiliate programme will run on the Webgains network and will be managed by award winning affiliate management agency, Arctic Sunrise.

Keith Budden of Arctic Sunrise says: "We are very excited about the launch of the new affiliate programme for Carrentals.co.uk and have worked with them to create a solution that is second to none. The new service provides all of the tools required by 'super' affiliates, while also offering the opportunity for new affiliates to earn revenue by promoting the Carrentals.co.uk comparison service. With the expertise both companies bring, we are committed to making this the leading programme for car hire affiliates"

To find out more about the Carrentals.co.uk affiliate solution visit [www.carrentals.co.uk/about/become-an-affiliate](http://www.carrentals.co.uk/about/become-an-affiliate)

**/ends.**

### **About Carrentals.co.uk**

Carrentals.co.uk was launched in February 2003 and grew to become one of the UK's leading online car hire companies by 2006.

In 2007 the company re-launched its site to create the first major online price comparator in the travel industry. Using the latest technology the Carrentals.co.uk site now searches up to 50 different car hire websites, providing an impartial comparison of the best prices available in over 9,000 locations.

Websites searched include Budget, Thrifty, Sixt, Holiday Autos, Opodo, EBookers, Carrentals.co.uk and EasyCar, with the Carrentals.co.uk site quickly comparing prices and allowing customers to refine their search by car type.

The Carrentals.co.uk site also features over 6,000 links to useful tourist information sites, plus over 2,700 pages of travel information in a mini-guide format.

In 2008 Carrentals.co.uk was voted Best Car Hire Website in the Travolution Awards. To book or for further information visit [www.carrentals.co.uk](http://www.carrentals.co.uk)

### **About Arctic Sunrise**

Award winning agency Arctic Sunrise provides affiliate management services for over 60 clients across a broad range of market sectors. Their 'hands on' approach, combined with unrivalled knowledge of the UK affiliate marketing arena, enables them to provide cost effective outsourced affiliate management.

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