

Holiday Autos Has Launched A Fresh New Look And Feel To Its Website



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Holiday Autos has launched a fresh new look and feel to its website this week. The site also includes improved functionality and many other new additions that aim to make booking with the world's leading car hire provider easier and faster.

As well as a new Route Planner functionality which has been added to appear at the top of all content pages, the new website also features:

- A new top menu element detailing "other rental" options
- A relocated search engine with double calendars to increase the booking speed and customer usability
- The option to select 'one-way rentals' by checking the "dropping off in a different location" checkbox
- Newsletter subscription is now back on the homepage [Holiday Autos](#) won two new awards in January - Best Car Hire in the UK for the second year running at the Globe Travel Awards and Best Leisure Car Hire at the Irish Travel Trade News Awards.

The brand refresh builds upon the unique look and brand standing

Holiday Autos has built up over the last 23 years and retains many of these elements. The new design combines findings from customer usability testing, a fresh and contemporary look and delivers industry best practice into the design.

Stuart Nassos, Managing Director says "We are delighted to offer our customer improved functionality and believe our new look site builds on the site strengths and makes booking car hire a simpler process all round. We'll be rolling out more enhancements over the coming weeks to help deliver a high end booking process for all customers".

Holiday Autos are keen to make the booking process as easy as possible in 2010 to encourage customers to book early – this will be particularly important due to a limited supply of hire cars across the industry.

The new look website can be found at <http://www.holidayautos.co.uk>.

-ENDS-

For media enquires please contact the holiday autos press office at holidayautos@fishburn-hedges.co.uk or 0207 492 7969.

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