

Europcar And Air Berlin Join Forces



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Europcar, the European leader in car hire, and Air Berlin, Germany's second largest airline, have decided to join forces by creating a new Premium Partnership to provide quality car hire services to all Air Berlin business and leisure customers.

An Air Berlin "topbonus" partner since February 2008, Europcar will become Air Berlin car hire "Premium Partner" as of July 1, 2010. In addition to its award-winning quality and range of vehicles, extensive network and customer service, Europcar will offer Air Berlin customers the best rates publicly available, including pre-paid rates reflecting "early-bird" deals in many Air Berlin destinations.

[Europcar hires](#) will now be part of the Air Berlin flight reservation process, and also available via dedicated co-branded micro-sites within the airberlin.com website. Air Berlin ticket desk call centres in Germany will transfer calls to Europcar Germany call centres, open 24/7. Air Berlin will also be promoting Europcar products and services at airports, at the ticket desks and check-in counters, on the doors of the planes, in the magazines and on the TV on board.

"Since partnering with the 'topbonus' program two years ago, Europcar and Air Berlin have gone from strength to strength, in Germany and internationally," commented Guirec Grand-Clément, Global Sales and Marketing Director at Europcar International. "Being elected 'Premium Partner' pays testimony to the partnership's value to our customers, as well as to both partners. Europcar looks forward to welcoming even more Air Berlin customers to our stations across the network."

Although it is peak season, to celebrate the Premium Partnership launch, Europcar will be running a special "Drive Bigger, Pay Less" promotion for Air Berlin passengers who can benefit from competitive rates, including airport [car hire](#) from all major UK airports. The "Drive Bigger, Pay Less" promotion applies to reservations booked before 18th July, for hire until 12th September 2010, while supplies last.

In addition, while topbonus members continue to receive 500 award miles per hire across the Europcar network, as a Premium Partner Europcar will offer double award miles to topbonus customers. This double award miles offer applies to reservations booked online before 1st October, for hires up to 15th October, 2010.

Throughout this promotional period (i.e. between July 1 and October 15), Europcar will also offer topbonus members "miles bonuses with a difference" which allow

customers booking their [car hire](#) via the micro-site to choose between "Status" and "Bonus" miles for their reward.

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About

Europcar

Europcar is the European leader in passenger car and light utility vehicle rentals. The company serves business and leisure customers throughout Europe, Africa, the Middle East, Latin America and Asia-Pacific. Excluding franchise operations, in 2009 Europcar signed 9.5 million rental contracts, with 7,000 employees and a fleet exceeding 190,000 vehicles. In September 2008, Europcar and U.S. market leader Enterprise Holdings joined forces in a strategic commercial alliance to form the world's largest car rental network, with more than 1.2 million vehicles and 13,000 locations around the world. Europcar is owned by the French investment company Eurazeo.

For more information www.europcar.com/airberlin

About

Air

Berlin

Air Berlin's topbonus program is free to join and new members can register at airberlin.com/topbonus. Members can collect both award and status miles. Miles can be earned on flights with Air Berlin and NIKI, and are also available with offers from topbonus partners, which include car hire companies and hotels. The award miles collected can be redeemed for free flights worldwide or for upgrades to Business Class. There are also special topbonus bargains, which mean that topbonus members can book award flights from just 3,000 miles. Status customers can designate a favourite service within Europe as "My Route" to collect double award miles.

For more information www.airberlin.com/europcar

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