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GLOBAL Rent-a-Car enters market

World premiere at WTM London: new franchise brand set to take on international car rental industry

Duisburg, Germany – November 01, 2015. The Car & Fly GmbH announces the launch of GLOBAL Rent-a-Car, a new brand uniting locally owned and operated car rental companies worldwide to the customer's advantage. Its goal is to establish a healthy counterbalance to the industry giants currently dominating the car rental market.

GLOBAL Rent-a-Car is a completely new franchise concept developed by Germany based Car & Fly GmbH and first introduced at the World Travel Market in London. It is providing customers with a simple and fast way to book a reliable vehicle anywhere in the world. "Our goal is to detach from big corporate structures in favour of agile, self-determined car rental agencies who can play to their local strengths and provide their customers with tailor-made offers at attractive prices," said GLOBAL Rent-a-Car CEO Hubert M. Terstappen.

By partnering with GLOBAL Rent-a-Car local car rental companies attain worldwide availability while still maintaining full independence and flexibility to the customer's advantage. And by choosing GLOBAL Rent-a-Car customers support independent car rental companies in their region without compromising on quality, service or price. Instead, they benefit from transparent, competitive rates meeting their individual needs.

“Our philosophy is ‘think local, rent GLOBAL,’” Mr. Terstappen explained. “With GLOBAL Rent-a-Car we are now rolling out a real alternative for car rental in the franchise market,” he continued. The first notable company joining the GLOBAL Rent-a-Car network is Buchbinder Rent-a-Car Germany.

GLOBAL Rent-a-Car is headquartered in Duisburg, Germany with offices in London and Dubai. For more information see www.global-rent-a-car.com.

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