



## **erento HELPS DRIVE ONLINE VEHICLE RENTALS FORWARD**

### **Powerful online rental marketplace gives smaller rental companies equal footing**

London, UK – 2<sup>nd</sup> October 2007: erento ([www.erento.co.uk](http://www.erento.co.uk)), the world's largest and fastest growing online rental marketplace, is shortly to be launching in the UK following rapid success in Germany. erento will provide UK rental companies with an easy-to-use and highly cost effective online sales and marketing channel in order to increase their online presence, acquire new customers and drive rental incomes.

The online rental marketplace, which brings together individuals or businesses with a wide variety of products and services to rent out with those wanting to hire them, has had a dramatic impact on the vehicle rental industry in Germany. By creating an optimised online marketplace with an unparalleled user experience and sophisticated online marketing infrastructure, erento has built a one-stop rental shop which 25 per cent of rental companies now use. Alamo, ADAC and Harley-Davidson feature among the 6,800 rental companies already using erento.

Although consumers are increasingly search for and booking vehicle rentals online, the industry is dominated by a few multinational companies and many of the smaller or specialist businesses have a limited online presence. While ecommerce presents an excellent growth opportunity for rental companies of all sizes, rarely is it financially viable for them to build sophisticated e-commerce and online marketing operations capable of competing with the established players.

erento provides a very easy and affordable way for rental companies to establish and grow their online presence in order to compete with the multinationals. Star Car, a medium sized car rental company in Germany, gained 1,400 customers and over 100,000 euros in revenues within the first year through erento.

erento focuses on optimising its website for its users and implementing sophisticated online search and affiliate marketing campaigns. Suppliers simply list their items available for hire and immediately benefit from the enormous traffic which erento generates on its marketplace – last month there were 696,000 page impressions across its rental cars, speciality cars, vans and car accessories categories. Indeed, erento is a huge marketplace with enormous traffic so it is easy for search engines to find. It also benefits from significant economies of scale for online marketing tools – it is one of the largest online search clients in Europe.

While it is being used by some of the large mainstream car rental companies, it has also become a popular rental marketplace for a wide range of niche car rental companies. This ranges from speciality cars such as limousines and classic cars to exotic and prestige cars such as Ferraris or Aston Martins.

Hirers can search for rentals by location as well as price and, within seconds, find the closest suitable rental – generating maximum qualified leads for the rental companies. The rental company then contacts the hirer directly to close the rental agreement.

“Following our success in Germany we are expecting so see a high level of interest from the UK vehicle leasing industry,” comments Volker Wohlfarth, Director of International Operations at erento. “It is actually the best category for lending itself to this market as rental companies that sign up will immediately benefit from all our German users visiting the UK.”

The multinational rental companies are also recognising the powerful online sales and marketing channel which erento has created and many, such as Alamo, are now customers. In fact, it is fast becoming a vital element of a multi channel online strategy as potential customers increasingly use search engines and marketplaces, instead of visiting suppliers directly by typing in their individual website address. Even dealers and garages are now using erento in order to produce rental income from idle assets and generate sales leads from hirers.

“We’re seeing considerable growth in online vehicle rentals with people renting cars for a number of different reasons,” continues Wohlfarth. “Some are hiring the more traditional rental car for a family trip or business meeting while many others are renting specialist or high-end cars – either for special events like weddings or company events or to try them out before buying them.

erento is currently offering a 100 day ‘test drive’ package, providing rental suppliers with the opportunity to hire out as many items as they want for a minimal fee of £50.

**\*\* Ends \*\***

### **About erento**

erento ([www.erento.co.uk](http://www.erento.co.uk)) is the world’s largest online rental marketplace, bringing together individuals or businesses with products or services to hire out with those wanting to rent them. It is the only place where you can search for items to rent by location as well as price.

erento is a quick, easy and cost-effective way of creating a powerful online channel for renting products and services. It is an enormous marketplace with a huge number of visitors and online marketing expertise, making it very easy for search engines to find.

With over one million items across two thousand product categories online and ready to hire it is no wonder that up to fifty thousand customers search for items to hire on erento every day.

erento was founded in Germany in 2003 and has been profitable in 2004.

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