



CARAVAN AND MOTORHOME RENTALS MOVING ONLINE WITH erento

erento provides quick, easy and affordable way to grow rental income online

London, UK – 2nd October 2007: erento (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 caravan and motor home rental suppliers 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 revenues.

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 significant impact on the rental market in Germany and is expected to have a similar effect in the UK following its launch. By bringing together a large number of rental suppliers into one online marketplace and providing a localised search facility, erento's one-stop rental shop has rapidly become the first place to look for anyone wanting to hire a caravan or motor home.

Although the caravan and motor home industry has a number of popular and well regarded associations, it has traditionally been extremely fragmented with no major rental companies. Instead there are a large number of small suppliers scattered around the country that serve local enthusiasts. But as their ageing customer base dwindles and the next generation of enthusiasts moves online to organise their weekend trip or extended holiday, many suppliers have a limited online presence and are struggling to acquire new customers. Indeed, many lack websites and those that do are hard to find and provide only basic information.

While e-commerce presents an excellent growth opportunity, many are put off by the complexity of creating and maintaining an online presence. Furthermore, it is unlikely to

be financially viable for them to build sophisticated e-commerce and online marketing operations that will stand out from the crowd and be easy to use.

This all looks set to change with the arrival of erento's easy and affordable online rental marketplace. While erento constantly refines its website and implements sophisticated online search and affiliate marketing campaigns on behalf of its customers, the rental suppliers simply have to list their rental items on the site. Those that do immediately benefit from the enormous traffic which erento generates. 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. This helps ensure that anyone looking for caravan or motor home rental will be directed towards the erento site – no matter how big or small the supplier.

In fact, the caravan and motorhome category is one of the busiest categories on the site in Germany – with well over a million page impressions in July. Anyone that places a listing on the UK site will immediately benefit from the growing UK customer base as well as this established customer base in Germany - many of whom will be looking for a rental supplier for their holidays in the UK. Furthermore, the majority of caravan enquiries have been for 14 day rentals rather than the shorter and less profitable 7 day hires.

Uniquely on erento, hirers can search for a caravan or motor home rental by location as well as price and, within seconds, find the closest suitable service – generating highly qualified leads for the suppliers which then contact the customer and close the agreement.

“erento really is a very quick, easy and affordable way for rental companies to acquire new customers and maximise rental income, especially during the low season,” comments Volker Wohlfarth, Country Manager of erento UK. “By making it possible to search online for caravans by location as well as model and price, we believe we can bring transparency to the industry and help it grow.”

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) 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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