



ERENTO MARKETPLACE BOOSTS ONLINE SPECIALIST CAR HIRE

Bubbly Limos using online rental marketplace to support online dominance and drive growth in new business for network of offices

London, UK – 22nd July 2008: erento (www.erento.co.uk), the world's largest and fastest growing online rental marketplace, is today announcing a partnership with Bubbly Limos (www.bubblylimohire.com), one of the UK's largest limousine and luxury car hire companies. Bubbly Limos will be using the online rental marketplace to support its sophisticated online marketing strategy and extend its dominance of limousine and luxury car hire across the UK via its network of offices.

“Although we already have highly sophisticated online marketing tools in place and consistently feature at or close to the top of Google searches, it was easy to see the value of erento’s marketplace,” comments Mo Kahn, Managing Director at Bubbly Limo Hire. “erento not only gives us immediate access to an impressive customer base, but also enables us to incorporate our network of offices into its proximity-based search system.”

The online rental marketplace, which brings together businesses with a wide variety of products and services to rent out with those wanting to hire them, provides hire companies with powerful and highly cost effective channel for generating customers online. By aggregating many hire companies together under one roof, erento’s online rental marketplace generates greater traffic and benefits for its partners. erento has over a million hire products, is visited by over 50,000 unique visitors every day and is being used by 7,600 hire companies in Europe – including 2,700 vehicle hire companies.

Hire companies simply list their available rental products and immediately benefit from the traffic which erento generates. Users can search for a specific hire vehicle by location and, within seconds, find the closest suitable service. Not only does this save customers considerable time, it also generates fully qualified leads for the hire companies - who then contact the customer and close the agreement as normal.

“Online marketplaces now make up a very significant portion of e-commerce,” continues Khan. “Without marketplaces incorporated into the online strategy, hire companies are immediately missing out on a major opportunity for growth.”

While larger hire companies are attracted by the volume of potential customers that visit the marketplace, smaller hire companies are also using erento as a ready-made and low-cost e-commerce solution for establishing and growing their online presence without the hassle of designing and managing a website.

“Bubbly Limos was immediately able to understand the power of our online rental marketplace,” comments Clinton Patterson Director UK Operations at erento. “We’re delighted to be announcing an agreement with one of the industry’s leaders so soon and look forward to supporting the growth and success of limousine hire companies as we have done in Europe.”

Bubbly Limos will be placing its entire fleet – which features stretched Hummers and Chryslers as well as cars by Aston Martin, Bentley, BMW, Ferrari, Lamborghini, Mercedes, Porsche, Land Rover and Rolls Royce - onto erento’s online rental marketplace.

For more information on erento please contact erento on +44 (0)207 099 8797 or via email at clinton.patterson@erento.co.uk.

.
** Ends **

About erento

erento (www.erento.co.uk) is the world’s largest online rental marketplace, bringing together businesses with products or services to hire out with customers 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.

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 since expanded into Switzerland, Austria and the UK.

For more information please contact:

Toby Walsh at Rhubarb PR – toby@rhubarbpr.com / +44 (0)777 337 4545

