



## **erento DELIVERS OVER £2 MILLION OF MOTORHOME RENTAL**

### **ENQUIRIES IN 1<sup>ST</sup> HOLIDAY SEASON**

**erento.co.uk celebrates 1<sup>st</sup> birthday with hugely successful season**

**London, UK – 22<sup>nd</sup> October 2008:** erento ([www.erento.co.uk](http://www.erento.co.uk)), the world's largest and fastest growing online rental marketplace, is today celebrating a hugely successful first year in the UK motorhome industry. In the twelve months since launching its service to the motorhome hire industry in October 2007, it delivered enquiries valuing £2.2 million to its motorhome hire partners throughout the UK.

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, is fast becoming a one stop shop for motorhome hire. While the motorhome sector has historically been fragmented, with a large number of small suppliers throughout the country, [www.erento.co.uk](http://www.erento.co.uk) has made it much easier for holidaymakers, both locally and abroad, to find motorhomes. By bringing hire companies onto one marketplace where they can search by location, it is possible to find the right motorhome within seconds. Within its first year, erento.co.uk provided the motorhome hire companies with 4,500 booking requests.

"Online marketing costs can be prohibitively expensive," comments Russell Conneely at Motorhome Hire. "By joining [www.erento.co.uk](http://www.erento.co.uk) we've been able to share the costs with others and it has had an impressive impact on our business."

"These days people expect to be able to find what they're looking for online within seconds" comments Clinton Patterson, Director of International Operations at erento. "By bringing together a large number of hire companies under one roof and providing a localised search facility, [www.erento.co.uk](http://www.erento.co.uk) has made it much easier for holidaymakers to find what they need. The substantial traffic and enquiries that we've been able to

generate for motorhome hire companies is testament to the ever increasing online demand and the growing popularity of erento's user-friendly market place"

As the credit crunch continues to bite and the value of sterling falls, [www.erento.co.uk](http://www.erento.co.uk) is seeing an increasing demand for motorhome hire with many families looking for better value holidays around the UK. "We're forecasting substantial growth in enquiries for the motorhome hire sector in 2009," continues Patterson. "Hire companies looking to exploit this growth should really be considering how to maximise their online presence."

\*\* 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.

For more information please contact:

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