



PRESS RELEASE

Comprehensive services and premium mobility: Sixt establishes multiple presence at the ITB

- **Leading car rental company presents its comprehensive services at several stands at the world's biggest tourism trade show**
- **Sixt is the mobility partner for ITB Business Travel Days 2017**

Berlin, 6th March 2017 – The ITB is orange and black once again in 2017. As one of the world's leading mobility providers, Sixt has for many years been a firm fixture at the International Tourism Trade Fair (ITB), which is the world's foremost travel exhibition. This year it is being held from 8 to 12 March in Berlin. Sixt will be presenting its comprehensive, innovative services first-hand to hundreds of thousands of visitors from all around the globe. The company has several stands, and as in previous years its main one will be in **Hall 9, Stand 121**. This is a forum at which visitors and business partners can get to know the company and meet its staff in person.

Regine Sixt: "Every year at the ITB we use the opportunity to let our international customers feel the Sixt Spirit for themselves and to present them with our diverse premium services and latest offers. That's why we're very much looking forward to being part of the world's biggest tourism exhibition and all the fascinating talks we'll have with our customers and business partners."

Sixt Jobworld and international expansion

At its **Sixt Jobworld Stand** in **Hall 11.1, Stand 107**, Germany's biggest car rental company will be presenting itself as an attractive employer, informing visitors in personal discussions about how they can sign up and what career opportunities are on offer. Sixt staff will also be introducing the first Sixt Facebook Messenger Bot: the

Talents Connect Jobbot will use Facebook Messenger to create personal profiles and identify the right Sixt job, then send regular new job offers on that basis.

Sixt will also be present at a stand in the **USA Hall 3.1, Stand 340**, where it will be presenting its wide range of services for travellers in the United States. The company is steadily pushing its expansion on the North American continent and has numerous stations at major airports and attractive destinations like Miami, Atlanta, Las Vegas, Seattle, Dallas and Los Angeles.

Sixt on the stands of long-standing partners

Sixt will also be showing its services at the stand belonging to the **German National Tourist Board (GNTB), Hall 12, Stand 102**. Sixt is a preferred partner to GNTB and keeps its members mobile, comfortably and flexibly and at attractive prices, not just during the ITB but at other times too. Sixt enjoys a long-standing partnership with the tourism organisation.

Another major Sixt presence will be at the **Home of Business Travel** belonging to the **Verband Deutsches Reisemanagement (VDR**, the German Travel Management Association), **Hall 7.1a, Stand 100**. The VDR has been working for efficient, economical, and global travel for businesses for over 40 years. Sixt has been its close partner for much of that time, supporting it and its members as a provider of high-quality mobility solutions.

Sixt is also a mobility partner at **ITB Business Travel Days 2017**. This tourism trade fair conference disseminates broad-based knowledge about new strategies and methods in the tourism industry, and allows numerous international experts to exchange ideas.

Modern mobility concepts

DriveNow, the premium carsharing service run jointly by Sixt and BMW, will be presenting its pioneering services at the **main Sixt stand in Hall 9**. DriveNow is the German market leader among free-floating providers and is available in many European cities such as Vienna, London, Copenhagen, Brussels and Milan. **myDriver** will also be presented at the stand: myDriver offers private and business customers a premium transfer service at attractive fixed prices. The focus is on

plannable airport transfers, featuring significantly increased travel comfort with services such as direct collection at the gate. myDriver is available worldwide in more than 35 countries and 150 cities.

Sixt mobility services are available from the counters at ITB and also on the Internet at www.sixt.de and by calling our hotline on +49(0)180/ 6 66 66 66.

About Sixt:

Sixt SE is based in Pullach near Munich and is a globally leading provider of high-quality mobility services for business and corporate customers and private travellers. Sixt is represented in more than 100 countries and is steadily building up its presence. Strengths such as the high number of premium brands in its fleet, employees' consistent focus on service and good value for money have enabled the company, which was founded in 1912, to establish an excellent market position. The company collaborates with prestigious hotels, popular airlines and a range of renowned service providers in the tourism industry. The Sixt Group generated sales revenues of €2.2 billion in 2015.

www.sixt.de

Further information

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