

## Hertz Europe signs exclusive three year contract with Aer Arann

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Agency: **Rooster PR**

Aer Arann, Ireland's leading regional airline, has signed an exclusive three year contract with Hertz Europe. The new deal provides the airline's customers with access to special offers and the best available rates from Hertz Rent a Car in France, Ireland, Netherlands, Portugal, Spain and the UK, the airline's destination markets. The contract represents Aer Arann's commitment to grow its ancillary revenues by working together with the best value, quality ancillary service providers.

Gina Costa, Director, Travel Distribution Europe, said "We are extremely diligent when we select any partner who will offer a third party service to our customers. It is essential to have absolute trust in their service, delivery and their value for money. Aer Arann offers all of these credentials and more, and as one of Europe's fastest growing regional airlines we are pleased to be aligned with the Aer Arann brand."

Hertz and Aer Arann have a shared value culture, including operating a 'Customer Service' policy to train their staff to offer an unprecedented customer service.

Colin Lewis, Head of Sales and Marketing at Aer Arann commented "This is a great synergy and will benefit our customers greatly. The new deal will bring great value to all customers of Aer Arann from the best known car rental brand in the world. In addition to access to the best available rates from Hertz, following this agreement Aer Arann customers will now be eligible to join the Hertz #1 Club programme, which offers customers faster reservations and rentals, and further discounted rates and special offers."

Rooster PR

The Chandlery

50 Westminster Bridge Road

London SE1 7QY

Tel: +44 (0)20 7953 8774

[www.rooster.co.uk](http://www.rooster.co.uk)

Contact: Megan McIntyre, Senior Account Executive

[megan.mcintyre@rooster.co.uk](mailto:megan.mcintyre@rooster.co.uk)

Dir tel: +44 (0)20 7953 7589

Aer Arann is Ireland's premier regional airline and one of the world's fastest growing regional airlines with 1.15 million customers per annum. Aer Arann offer residents from France, Portugal, Spain, Netherlands and UK a chance to visit the 'real' Ireland. They fly from London and UK regions to Cork, Galway, Sligo, Donegal and Waterford, as well as Dublin and Nantes in Northern France, Amsterdam in The Netherlands, Faro in Portugal and Malaga in Spain. Aer Arann prides itself on offering a more personalised friendly service. Their ATR turboprop aircraft has become renowned in the global air transport industry for reliability and efficiency and is a best seller in its class. In September 2006, Aer Arann was awarded the prestigious Palme d'Or by European Regions Airline Association. The Palme d'Or is a special honour presented in recognition of sustained excellence and high business performance over an extended period.

[You can find this press release here](#)