

# PRESS RELEASE

---

Pertuis, November 5th, 2009



## **Auto Escape announces its launch in Scandinavia**

**Auto Escape, a leading international leisure car rental Broker, continues its European development with an ambitious launch in Scandinavia.**

Auto Escape's launch in Denmark, Finland, Norway and Sweden takes the presence of the Group to 13 countries around the world, adding to the presence already established in France, Italy, Spain, United Kingdom, Ireland, Netherlands, Germany, Portugal and Austria.

Auto Escape's launch in the Nordics will be supported by the creation of an operating structure with offices in Stockholm and in Copenhagen. Seven staffs have been recruited in Sweden and Denmark under the management of Magnus Af Petersen who is appointed Sales Manager for this area.

In line with its "close to market" strategy, Auto Escape will soon introduce websites specifically designed to meet customers' expectations in the Nordic countries.

### **Scandinavia : A hyper-dynamic market for e-tourism**

The current economic crisis has had little impact on the Nordic countries and they continue to show good growth. Scandinavia accounts for 11% of the on-line travel tickets booked in Europe.

Furthermore, whilst the e-tourism market represents an average of 32% of all on-line purchases in EUROPE, the numbers are much more attractive in Scandinavia. In fact e-tourism represents 47% of on-line purchases in Denmark, 58% in Finland, 46% in Sweden and 61% in Norway. As a comparison, in France it is 38%.

In addition, almost 50 % of all trips booked in the Nordic Countries are for « outbound » destinations : Spain, USA, Italy, and France represent more than 60% of the destinations and are countries in which Auto Escape is very well established.

Denmark, Finland, Norway and Sweden therefore appear to be a very interesting development opportunity for the Auto Escape Group whose objective is to develop more than 350 000 rental days per year, within the next 3 years.

*«With its launch in the Nordics, the Auto Escape Group pursues its paneuropean development strategy (at June 30th 2009, almost 10% of the turnover was realised abroad).The e-tourism market is more and more dynamic and should support the development of destinations which are very interesting for the Group » says Bruno COULY, chairman of Auto Escape.*

\*Source Eurostat 2008

## **About AUTO ESCAPE :**

Created in 1999, AUTO ESCAPE is the leading French independent car rental leisure broker. AUTO ESCAPE offers an all inclusive car rental service through Internet ([www.autoescape.com](http://www.autoescape.com)) and its Call Center. AUTO ESCAPE can count on a fleet of over 800 000 vehicles and a network of more than 9 000 car rental locations in 125 countries.

AUTO ESCAPE negotiates the best conditions with reliable international car rental companies and proposes the simplest, cheapest and most, complete car rental solution to its customers. Each car rental with AUTO ESCAPE includes unlimited mileage, all required insurances and taxes. With its personalized follow up of every booking, AUTO ESCAPE aims to simplify to the maximum the experience of the traveler – driver.

AUTO ESCAPE is present in France, Italy, Spain, UK, Ireland, Netherlands, Germany, Portugal, Austria, Denmark, Finland, Norway and Sweden.

AUTO ESCAPE is listed on ALTERNEXT (EURONEXT) – ISIN code : FR 0010423152 – Mnemo : ALAUT

### **PR contacts :**

Point Virgule

Marion Fons- Solenn Morgon

Tel : +33 (0)1 73 79 50 66

email : [mfons@pointvirgule.com](mailto:mfons@pointvirgule.com) - [smorgon@pointvirgule.com](mailto:smorgon@pointvirgule.com)