

RECORD NUMBER OF TRAVEL BRANDS CHOOSE CARTRAWLER IN 2012

/EINPresswire.com/ In the first full year since ECI Partners ("ECI"), the UK private equity firm, invested in [CarTrawler](#), over 250 new airlines, hotels and online travel agencies have appointed CarTrawler as their exclusive car rental partner.

In the aviation sector, CarTrawler signed West Jet, Canada's no.1 airline website and UTair, a leading Russian airline. These significant new partnerships reinforce CarTrawler's position in the Canadian travel market and introduce the brand to the rapidly growing Russian aviation market. Added to an existing portfolio of over 40 aviation partners which already includes international carriers such as Emirates, Wizz Air, Vueling, Hawaiian Airlines, and Norwegian Air Shuttle, CarTrawler now provides car rental booking facilities to an audience of over 275 million airline passengers globally.

CarTrawler's growth across all other sectors of the travel industry has also continued to perform strongly with a number of global [partnership](#) deals signed in 2012, including Webjet.com.au, Australia and New Zealand's largest online travel agency, Travix International, one of Europe's largest online travel groups, and Starwood Hotels, one of the world's largest hotel and leisure companies. These organisations join a growing list of market leading travel brands that have chosen CarTrawler to support their strategy for driving growth through their product offering in 2013 and beyond.

Speaking in Dublin today, CarTrawler CEO [Mike McGearty](#) made the following statement:

"By satisfying consumer demand for choice and convenience across both domestic and international geographies, CarTrawler consistently delivers profitable growth for our partners."



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“Our product attracts a growing network of travel brands that service consumers all over the world, all year round. This makes CarTrawler an important volume driver to car rental suppliers as we bring their product to a vast global audience at an efficient distribution cost.”

“We have firmly established our position as global market leaders in our field. We continue to invest in our team and technology to ensure that we remain the driving force behind car rental ancillary revenue programs worldwide. We have created a robust value cycle for partners, suppliers and consumers alike and as such, are well positioned to continue to deliver sustainable growth.”

High resolution photos of Mike McGearty and the CarTrawler logo are available for download from:

Mike McGearty, CEO, CarTrawler:

https://www.cartrawler.com/images/people/mike_mcgearty_highres.jpg

CarTrawler JPEG: www.cartrawler.com/downloads/CarTrawler_logo_highres.jpg

CarTrawler EPS: www.cartrawler.com/downloads/CarTrawler_EPS.eps

Please send interview requests to jfarinella@cartrawler.com or call +353 1 2183855.

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ABOUT CARTRAWLER

CarTrawler is behind one of the most widely distributed car rental distribution platforms in the world. CarTrawler is not just a car rental booking engine; it is an ancillary revenue driver for the entire travel industry. CarTrawler connects some of the world's largest airlines, online travel agents and accommodation suppliers with over 879 car rental agents at 30,000 locations in 174 different countries. The booking engine operates in more than 30 languages and quotes in multiple currencies enabling global distribution. By integrating the CarTrawler booking engine into a partner website, they gain the ability to sell car rental in addition to their core product or as a stand-alone service. CarTrawler helps to increase average spend per visit to a partner's website while preserving the partners brand identity.

CarTrawler is exclusively a B2B supplier, working with partners to deliver tailored solutions that help them to maximize the revenue that they generate from car rental. Innovative sales tools such as the open source Facebook app, open source iPhone app and car rental mapping are all part of the CarTrawler partner package.

CARTRAWLER PARTNERS

CarTrawler is the largest provider of car rental booking systems to the airline industry in the world. Over 200 million airline passengers have access to a comprehensive range of car rental solutions that have been integrated into the website of their airline of choice. Airline partners include Volotea, Vueling, Virgin Australia, Emirates, Fly Dubai, Air India, South African Airways, Finn Air, Malaysian Airlines, Iceland Air, Hawaiian Airlines, Norwegian, Wizz Air and Gulf Air. CarTrawler also work with Datalex and SITA who resell their technology to the airline industry.

CarTrawler also provide car rental sales technology to lodgings (hotels, rented accommodation, and hostels), online travel agents, information websites (media, tourist authorities, and airports), travel and transportation (car rental, rail and ferry websites) and retail travel agents. Clients include American Express, Hostelworld, Villarenters, STA Travel, Skyscanner, Travix, Online Republic, The Trainline.com, Via Michelin, Flightnetwork, Travelstart, HolidayExtras, Air Canada Vacations and Flightcentre.

CARTRAWLER SUPPLIERS

CarTrawler has negotiated global supply deals with industry leading car rental brands and key local suppliers including Avis, Budget, Enterprise, Europcar, National, Thrifty, Payless, Alamo, Dollar and SIXT.

For further information or interview requests please contact:

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