



# A growing fleet of over 7000 driving the vision of being the best car rental brand in Dubai

*SHIFT CAR RENTAL, a leading car rental agency in Dubai crossed 7000 cars in their fleet with a vision of being the best car rental brand in the UAE.*

DUBAI, DUBAI, UNITED ARAB EMIRATES, March 4, 2018 /EINPresswire.com/ -- It seemed only yesterday that a young fledgling car rental brand came into the UAE landscape in Dubai. That was ten years ago, with a vision to be a pioneer, a differentiator, and a market leader. Established international and regional branded clouded the RAC space. But, as they say, where there is a wheel, there is definitely a way. And over the years, Shift Car Rental definitely had its say.

With Care at the fulcrum of its philosophy and brand mission, Shift has always endeavored to preempt their customers' needs and wants. So, whether it is opening new outlets across the UAE for easier access to its customers or the adoption of cutting-edge technology that augments the customer experience or taking the lead in sustainability by beginning to offer the Renault Zoe electric cars, Shift remains at the forefront of walking the walk on the Culture of Care as the dominating service and business philosophy.

"The growth in our fleet size is a direct reflection of the faith and confidence our customers place on us. They remain our driving force and our inspiration. In fact, the Dubai Quality Awards and the Sh Khalifa Excellence Awards that was won by [Shift Leasing Rent a car LLC, Dubai](#) in the recent past is fully, and truly customer inspired. We devote a lot of attention to the three Ps- People, Process, Planet and while we remain wedded to offering the highest value to our stakeholders.

In addition, we strongly believe that accountability, sustainability, and profitability can go hand in hand," quoted Ashish Nanda, Sr General Manager, Shift Car Rental, Dubai.

"While we don't want to be too far ahead of ourselves in executing our vision, we definitely want to be in complete sync when it comes to addressing our customer needs. That is what prompted us to get closer to our ever-increasing customer base in the UAE capital Abu Dhabi. We stay true to offering all our valued retail and leasing customers the very best of high tech with high touch in servicing their short or long-term requirements, and the new outlet is a well-defined step in that direction", avered Ashish Nanda, Sr. General Manager, Shift Car Rental.

New locations are being scanned and added to the existing customer contact touch points to enhance convenience and a seamless customer experience.

"We are now in an experience economy, not a product or service economy and at Shift Car Rental the perennial mantra remains to stay true to enhancing the customer experience, at all times, in all locations, across businesses be it retail or leasing. To us 7000 is just a number, the fleet at Shift Car Rental will continue to grow along with our service, technology and sustainability standards, in keeping with an internal promise we made to ourselves ie of being the best car rental brand in Dubai and the UAE, in every sense", continued Mr. Nanda.

If you are looking for [cheap and budget car rental in Dubai](#), visit [www.shiftcarrental.com](http://www.shiftcarrental.com) or call 800-

SHIFT.

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