

First Car Rental Nominated For Prestigious 2015 Business Traveller Africa Award

JOHANNESBURG, 21 AUGUST 2015 -South Africa's award-winning car rental company, First Car Rental, has been nominated for 'Best Car Rental Company' in the prestigious Business Traveller Africa Awards 2015.

Business Traveller Africa Awards first held their awards ceremony in 2012 for the South African business travel trade, covering all aspects of business travel. The awards are hosted in association with Business Traveller Africa magazine, and the winners in each category will be revealed at The Maslow Hotel in Sandton, Johannesburg on 1st of September 2015.

Says **First Car Rental's Melissa Storey, Executive Head: Strategy, Development & Marketing**. *"We are elated to be recognised alongside our peers at this prestigious awards ceremony. After 16 years of hard work, and our Africa strategy branching further into Africa, our nomination reaffirms that we are heading in the right direction"*

In South Africa, First Car Rental operates approximately 6500 vehicles out of 50 branches nationwide. The firm also has branches in Mauritius, Malta, Tanzania and Turkey. Internationally, they are partnered with Europe's largest car hire firm, SIXT rent a car, which offers outbound travellers 4500 locations across 100 countries. First Car Rental also services SIXT's inbound customer base.

First Car Rental's customer service is recognised as arguably the best in the country after winning the South African Service Award, voted only by customers, for the best customer service, two years in a row.

First Car Rental also won the prestigious **"Most Consistent Performer over 3 Years"** awarded by the organisers of the Service Awards as First Car Rental scored a customer service rating average of over 85% every year for 3 consecutive years, voted only by their customers.

Being the only true South African car rental brand not attached to an international car hire brand, First Car Rental leads the pack when it comes to seamless, hassle-free first-world corporate car hire.

Their **'first in the world' Corporate Show&Go product** has catapulted First Car Rental's corporate renters into a personal service realm usually only experienced in first world cities. Launched in 2011, this product sees corporate renters fly into an airport and walk out of arrivals straight to their rental car and checked out in less than a minute using their Show&Go Card and an agent's tablet. They scan the code on the renter's card and the renter is off. No branch queues, paperwork, payment hassles or signatures required. High tech, highly convenient.

"Our products are intensely customer-centric because our business is. How we make customers feel when dealing with us is very important. We are always price sensitive, and we pay particular attention to the time and the convenience of the rental cycle, which is most important to our corporate market." says **Storey**

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About First Car Rental

First Car Rental provides affordable car hire in South Africa, and internationally, servicing over 4500 locations in over 100 countries. In South Africa, First Car Rental has more than 6 500 vehicles in use operating out of 50 car rental branches, including branches at all major South African airports, business and tourist destinations.

First Car Rental is recognised as one of the top car hire companies in the country having been selected, for the fourth consecutive year, as one of South Africa's Top 500 Best Managed Companies.

For more information, visit: <http://www.firstcarrental.co.za>