



Driving with passion

Elite Rent-a-Car® | Since 1987



It all started in 1987

An inspiration and many years of hard work led to success.





I established Elite Rent-a-Car in Geneva in 1987 with one clear aim:

To fill a gap in the car-rental business by making luxury cars available for hire and offering a flexible, personalised service to meet our clients' needs anytime and anywhere. From the outset, the key principles that have shaped and developed our business as well as motivated our employees are:

- Service:** Understanding the needs of our clients and striving at all times to meet these.
- Quality:** Delivering outstanding service while continuing to offer outstanding value.
- People:** We pride ourselves on offering a uniquely personal service. To ensure that we are able to deliver the highest standards of customer service, we only recruit staff who are committed to exceeding customer expectations in every instance.
- Availability:** We are committed to offering clients round-the-clock service and our staff are always on call to deal with their requirements.
- Respect:** Ensuring the client is always our number one priority. We aim to develop a relationship with our clients and treat them always as individuals.
- Sustainability:** As a business, we recognise that we have a broader responsibility both to society and the environment. Therefore we are always working to enrich the lives of our clients and employees and to minimise our business' impact on the earth's limited resources.

As President of Elite, I am committed to maintaining and developing the high standards and exceptional services our customers deserve and have come to expect. Of course, these include my personal guarantee to provide exceptional vehicles and innovative services to continue to meet our customers' evolving needs.

It is my personal belief that by taking this positive and ethical approach we, as a company, can have a positive impact on the world and contribute to making it a better place to live. In this spirit, I wish you peace, friendship and hope for the future along with my heartfelt thanks for your support.

Graziella Zanoletti
CIO (Chief Inspiration Officer)



About Us

ELITE Rent-a-Car was founded in 1987 and has continuously expanded its services throughout Europe and elsewhere in the world.



STEADY GROWTH

- 1987** Graziella Zanoletti establishes ELITE Rent-a-Car SA in Geneva.
- 1992** Elite Chauffeured Service is born.
- 1994** Elite opens rental offices in Zurich and Montreux.
- 1995** Elite enters the French market with its first rental office in Cannes.
- 1996** Elite opens rental offices in Antibes and Juan-les-Pins.
- 1998** Elite Yachting is launched on Lake Geneva.
- 1999** Elite Magazine is born offering news about the latest cars, new activities, interviews and more.
- 2000** Carey, the worldwide largest network in chauffeured service, names Elite as its official representative for the Swiss market.
- 2001** Elite opens a rental office in Paris.
- 2002** Elite opens a representative sales office in Moscow.
- 2003** Elite enters the Italian market with its headquarters in Milan.
- 2003** Elite enters the Monaco market.
- 2004** Elite opens rental offices in Rome and Nice.
- 2004** Elite enters the German market with a rental office in Munich.
- 2004** Elite begins offering services in Miami with an authorized partner.
- 2005** Elite appoints an agent in Gstaad.
- 2005** Elite Monaco starts its own chauffeured services.
- 2005** Elite opens a rental office in Saint Tropez.
- 2006** Elite enters the Central Europe market with a rental office in Prague.
- 2007** Elite opens a rental office in Florence.
- 2008** Elite opens a rental office in Vienna.
- 2009** Elite opens a representative sales office in London.
- 2010** Elite opens a representative office in Mumbai, India.
- 2010** Elite launches its collection of "low impact vehicles" by introducing the Tesla, the only all-electric Supercar, to its Switzerland rental fleet.
- 2010** Elite expands its own chauffeur service network in Italy, France and Germany.

FUTURE PLANS

- 2011 Representative sales offices are planned for Asia and the US.
- 2011 New car rental locations are planned for Spain and Germany.

FACTS AND FIGURES

- » 16 Elite rental offices throughout Europe.
- » 4 representative sales offices (Moscow, London, São Paulo, Mumbai).
- » Over 300 Exceptional cars for rent from our European locations.
- » Over 80 Limousines and Minivans available for our Chauffeured Services.
- » Over 80 Multilingual and Professional Chauffeurs.
- » Worldwide network of Chauffeured Service in all major cities.

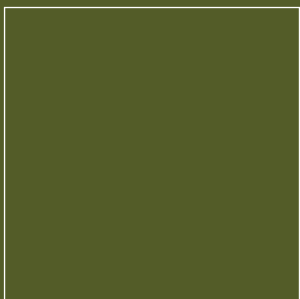
OFFICIAL RECOGNITION OF ELITE FOR ITS EXCEPTIONAL QUALITY AND SERVICE

- 2000** Carey appoints Elite as its official Swiss representative in the world's largest chauffeur service network.
- 2001** Elite's CEO and Founder, Graziella Zanoletti, is honoured with the "Clés d'Or" award by the Geneva Hotel Concierges Association.
- 2003** Graziella Zanoletti is awarded with the prestigious "Swiss Business Woman of the Year" award by Veuve Clicquot.
- 2006** Elite receives the prestigious "International Affiliate of the year 2005" award of the US "National Limousine Association".
- 2006** The famous 5 star Hotel Four Seasons des Bergues in Geneva selects Elite as its exclusive chauffeur service partner in Switzerland.
- 2007** Elite celebrates proudly its 20th year anniversary.
- 2008** Graziella Zanoletti is recognized as "Best Italian Business Woman Abroad".
- 2008** Elite becomes preferred supplier of American Express Centurion.
- 2009** Elite is selected by renowned airline Etihad as their exclusive chauffeur service partner in Switzerland.

Car Rental

Our customers are proud to rent cars from our exceptional fleet.





OUR EXCEPTIONAL CAR FLEET

- » **Latest Models:** Thanks to our longstanding relationships with the leading car producers, we are always among the first to receive their new models as soon as they come off the production lines. So, as an Elite customer you can be among the first who can drive these newest vehicles on the road.
- » **Cars you cannot rent anywhere else:** Each of our cars is individually selected and purchased by Graziella Zanoletti. That explains why our current fleet is composed of such very special cars, many of which you cannot rent anywhere else.
- » **You get the car you book:** Once confirmed, Elite delivers the exact car you ordered, even that very special model you have been dreaming about in your favourite colour or with the specific options you asked for (GPS, iPod, champagne, flowers, selected music etc.).
- » **A wide selection of the most diverse car models:** Our fleet of more than 300 vehicles includes Aston Martin, Audi, Bentley, BMW, Ferrari, Lamborghini, Maserati, Mercedes, Mini Cooper, Porsche, Range Rover, Tesla and more, all waiting to be discovered and enjoyed by you.
- » **Green Fleet:** Carbon reduction is essential to the long-term safety of our planet. Elite Rent-a-Car is committed to reducing carbon emissions by continuously adding more low-impact cars to its fleet, such as hybrid models and electric cars (including the Tesla Roadster Signature, the only sport electric model on the market).

CUSTOMIZED DELIVERY SERVICE

- » **We deliver the car you want, anywhere and whenever you want it:** Our dedicated team delivers your car to your doorstep anywhere in Europe.

OTHER PRODUCTS & SERVICES

- » Mid-to-long term rentals
- » Driving itineraries and Test Drive events
- » Gift Certificates
- » Corporate / group rate programs

We invite you to see our exceptional fleet at: www.eliterent.com
For more information or to make a reservation, contact us at: **+41 (0)22 909 87 87**

A scenic view of a coastal town built on a cliffside, with a stone tower in the background and a blue convertible car in the foreground. The town features traditional buildings with terracotta roofs. The sea is visible to the right, and the sky is clear and blue.

Discover the Elite Driving Experience

Unique and memorable, the Elite Driving Experience invites you to discover breathtaking road itineraries in Europe aboard some of the world's most prestigious cars.



ENJOY THE FREEDOM OF THE OPEN ROAD

Get ready for an exhilarating ride as you retrace the routes of the Roman Centurions, journey through lush Tuscan landscapes or take in stunning sunsets over the Swiss Alps. Go further afield as you chance upon imposing Bohemian castles or unearth hidden gems along the Côte d'Azur – all at your own pace and in your own time.

A TRUE LUXURY BREAK

Revel in the pleasures of your new car as it is personally delivered to you. Get comfortable as we outline your itinerary and explain the vehicle during an individual briefing. Look forward to sumptuous hotels and exquisite gourmet restaurants along the way. Enjoy privileged access to exclusive amenities during your stay.

Indulge in the ultimate motoring holiday and treat yourself to:

- » outstanding historic and contemporary hotels
- » remarkable gourmet meals at Michelin-starred restaurants
- » relaxing wellness, leisure and spa services

INCENTIVE, REWARD AND TEAM-BUILDING PROGRAMS

The Elite Driving Experience is the perfect way to reward your top executives, thank your best customers, or create a true team-building opportunity for your staff.

Our driving tours present an exhilarating experience like no other and can help take your group to new levels of camaraderie and collaboration. From the choice of cars and accommodation to the type of itinerary, amenities or cuisine, the Elite's team can work with you to design a tour that caters specifically to the needs of your group.

TYPES OF DRIVING EXPERIENCES

SOLO Driving Experience

- » Ideal for individuals, families and small groups of friends and/or colleagues.

Features available

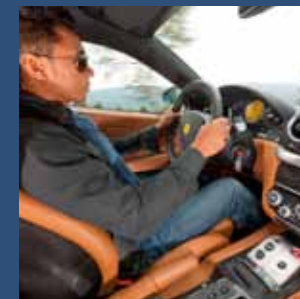
- » Car delivery & collection.
- » Trip guide book, briefing, GPS programming.
- » 24-hour assistance.

GUIDED Driving Experience

- » Ideal for Corporate groups and incentive trips.

Features available

- » Route customisation.
- » Car delivery & collection.
- » Trip guide book & briefing.
- » 24-hour assistance.
- » Luggage & assistance vans.
- » Professional guides / drivers.
- » Route director.



Learn more about our itineraries at: www.eliterent.com/ede

For more information or to make a reservation, contact us at: **+41 (0)22 909 87 87**

A photograph of a chauffeur in a dark suit assisting a woman into a silver car. The chauffeur is standing outside the car, leaning in to help the woman with her seatbelt. The woman is sitting in the driver's seat, wearing a light-colored dress and glasses. The car is a luxury sedan, and the background shows a sunset or sunrise sky with soft clouds. The overall scene conveys a sense of high-end, personalized service.

Chauffeured Service

Our customers appreciate the individual service provided by our experienced chauffeurs.



THE ELITE CHAUFFEURED SERVICE NETWORK

Since 1992, we have been providing a unique standard for premium chauffeured service. Reliability, responsiveness, discretion and attention to detail are guaranteed for your comfort, safety and satisfaction.

We have chauffeured more than 360,000 passengers - on time - safely - and with utmost care. Our network gives you access to chauffeured services in all major cities around the world.

OUR RANGE OF SERVICES INCLUDES:

Airport transfers, Point-to-point travel, Customer Directed Charters, Roadshows, Meetings and Events, customized tours throughout Europe.

OUR FLEET FOR CHAUFFEURED SERVICE

The Elite Limousine fleet consists of the most comfortable Executive and Luxury sedans. We also feature Minivans, Minibuses and SUV / 4-wheel drive vehicles.

To back our sustainability efforts, we are continuously adding low-impact cars to our chauffeured service fleet, such as the hybrid Lexus GS 450 and the hybrid Mercedes S400.

OUR EXCEPTIONAL DRIVERS

You can relax and enjoy your trip because Elite's chauffeurs...

- » are all multilingual
- » are trained as local guides and can provide brief or in-depth sightseeing tours for visitors
- » will always fully respect your confidentiality

AND TO MAKE YOUR TRIP AS SMOOTH AND FLAWLESS AS POSSIBLE ELITE OFFERS:

- » Careful and precise monitoring of your flight arrival time.
- » Airport Meeting and Greeting service.
- » Baggage handling at your airport or hotel.
- » Daily newspapers, magazine and mineral water.
- » Cellular phone rental.
- » Assistance with hotel and other arrival needs.
- » Business and personal concierge services.
- » A 24 hour / 7 days a week help desk.





ENSO Membership

Smarter Purchase, Smarter Value.

ENSO

A Zen symbol – the circle of enlightenment. A circle that is a vast space in which nothing is lacking, and nothing is superfluous.



ONE PAYMENT FOR ALL YOUR CAR TRANSPORTATION ARRANGEMENTS ANYWHERE IN EUROPE

From managing ground transportation for your next European corporate road show, to having the latest Supercar of your choice delivered to your holiday retreat or a Mini for your city driving needs, the ENSO Membership does it all for you.

Choose from 400 self-drive cars and a chauffeured fleet operating in all major cities worldwide.

Save time, even money and always get what you need where and when you need it.

It is an unparalleled service. Why not try it.



ABOUT THE ENSO MEMBERSHIP

- » No membership fees
- » One yearly payment
- » Guaranteed availability
- » Preferential rates
- » Fixed cost
- » Free insurance
- » Free car delivery
- » Free limousine transfers
- » International usage
- » Dedicated team and service

Read more about our ENSO membership at: www.eliterent.com/enso
For more information or to make a reservation, contact us at: **+41 (0)22 909 87 87**

A close-up photograph of a young child with dark, curly hair and traditional body paint on their face and chest. The child is smiling and holding a piece of food, possibly a tortilla or flatbread, in their hands. The background is blurred, suggesting an outdoor setting. A semi-transparent maroon banner is overlaid across the top of the image, containing white text.

Our commitment...

The world is our social responsibility.



ELITE SOLIDARITY PARTNERSHIP

Over the years, while Elite has been growing and developing its core business, we have also been a pioneer in trying to walk the talk of "social responsibility".

Respect for human dignity, integrity, and trust have been deeply embedded into the core of Elite's corporate social values.

Since 2000 we have actively contributed to solidarity projects by supporting Friends of Humanity, a Geneva-based non-profit organisation created by Elite's founder, Graziella Zanoletti. FOH is active in the defence of human rights, education and training, healthcare and environmental protection. Projects are currently underway in Europe, Asia, Africa and Latin America.

CARBON NEUTRAL REDUCTION

Carbon reduction is essential to the long-term safety of our planet. Elite Rent-a-Car is committed to reducing carbon emissions and supports projects to reduce our ecological impact and CO2 output in the region of Cerrado in Brazil.

www.friendsofhumanity.ch





Driving with passion

www.eliterent.com

INTERNATIONAL RESERVATIONS CENTRE

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Headquarters

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Country Head Offices

Geneva (Switzerland) • Paris (France) • Cannes (Côte d'Azur) • Monaco (Monaco) • Milan (Italy) • Munich (Germany) • Prague (Czech Republic)

Sales Offices

Moscow (Russia) • London (UK) • São Paulo (Brazil) • Mumbai (India)

Geneva / Zurich / Gstaad / Paris / Cannes / Nice / Juan-les-Pins / Saint Tropez / Monaco / Florence / Milan / Rome / Porto Cervo / Munich / Frankfurt / Berlin / Hamburg
Prague / Vienna / Salzburg / Barcelona / Madrid / Marbella / Moscow / London / Mumbai / São Paulo