



Elite Rent-a-Car®



## MEDIA RELEASE

### Rental car boom in Geneva

Geneva, 1<sup>st</sup> of February 2021 – **Enterprise Switzerland enters an exclusive cooperation with Elite and opens a new location in Geneva on 8<sup>th</sup> of February at Rue de Pâquis 51 in Geneva. This means that the company now operates a total of two branches in Geneva: one at Cointrin Airport and one in the city center. While the long-established location at Geneva Airport makes its fleet available primarily to tourists and business travelers, Enterprise's newly opened location in the city focuses more on a range of services that serves the needs of the local population and makes urban mobility sustainable.**

"With Elite, we have gained a strong strategic partner with an excellent network both in the city of Geneva and beyond," says Thierry Gavaille, Head of Business Development at Helvetic Mobility AG, which holds the Swiss license for Enterprise Rent-A-Car. The company offers its customers rental vehicles in various price categories at eight locations in Switzerland. Thierry Gavaille explains: "Depending on the season, our fleet comprises between 1,400 and 2,500 vehicles, around a third of which we offer at our two locations in Geneva. As a brand-independent provider, we are able to offer our customers a wide range of brands and models; from the Nissan Micra to the Volvo XC90 and the Porsche GT 3 RS."

#### Modern city - new mobility models

"Since our foundation, Romandie has been a top priority for us. We have been meeting the needs of tourists and business travelers with the highest standards since 2015 with our Enterprise location at Geneva Airport, " Gavaille emphasizes. The character of the new location, which Enterprise operates together with Elite, is also different, as Gavaille explains: "While at the airport the transaction and the time factor are in the foreground, in the local business it is important to build up a relationship with the customer and to anticipate the different needs in the urban area. Most of our employees come from the tourism industry; the joy of providing a perfect service is in the foreground." Accordingly, customers will find cosy premises with seating areas, drinks and Geneva charm at the new location at Rue de Pâquis 51. Whether it's a luxury vehicle or practical comfort, urban mobility is being rethought in Geneva.

#### On the Riviera in Montreux with the latest Porsche

"With Elite, the market leader in luxury car rental, Enterprise Switzerland has found the ideal partner to set new accents in the highly competitive market," Thierry Gavaille is certain. Under the aegis of Graziella Zanoletti, Elite has established itself in the industry and among prominent clients as the first address for the rental of luxurious vehicles. Hollywood celebrities such as Brad Pitt and Al Pacino are among the illustrious clientele of the successful entrepreneur.

Together with Enterprise Switzerland and the Exotic Car Collection by Enterprise brand, this offer is now to be made available throughout Switzerland to anyone looking for a vehicle with that certain something for special occasions. Gavaille promises: "We will continue to write the success story of Elite in Switzerland: Whether it's for strolling along the Riviera in Montreux or the tennis tournament in Gstaad; with Exotic Car Collection by Enterprise you'll make the right choice and receive service excellence in the car rental business."

### **About Helvetic Mobility AG**

As a brand-independent mobility provider, Helvetic Mobility AG offers a fleet of more than 2,000 vehicles and over 20 different brands for individually configurable rental - whether hourly, daily or overnight rental. The company also operates the Alamo, Enterprise and National brands in Switzerland, as well as Valet Service Speedparking. Headquartered in Kloten and with eight locations at all major airports and cities in Switzerland, Helvetic Mobility AG employs around 100 people. With innovative products such as Minilease, Helvetic Mobility AG offers its customers the possibility of flexibly structuring the term of their rental from one month.