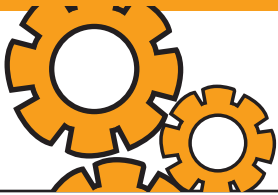


At holiday autos, we offer a wide range of online solutions to suit all car hire needs... these solutions show your customers just how easy it is to book car hire through your website. You can earn commission on every booking made through your site. Take a look at the different choices available and see how these could work for you...

1 Affiliate link

We can set up an affiliate link for you to display on your own website. It is simple and easy to use – your customer clicks onto your site and is redirected to holiday autos to search, book and pay for their car hire.

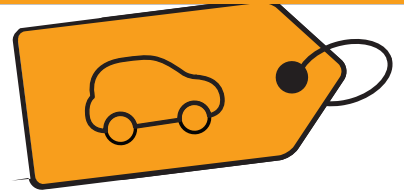


2 holiday autos white label booking engine

If you wish to display a generic booking engine within your site to enable your customers to book car hire, we can provide a link (i-frame) which you can embed within your own web page. You can then retain your own branding around our generic booking engine.

3 Co-branded or full white label site

We can apply your branding to create the look and feel of your own website - and you will earn commission for every booking your customer makes via our booking engine on the white label site. Holiday autos will host the white label site on your behalf.



4 XML integrated feed

If you want to allow your customers to book car hire within your own website and retain the look and feel of your site throughout the booking journey, you can use our XML feed. You can achieve this solution by using your own technical resources to develop the code to use our XML feed, or by choosing one of the technical companies available. An XML feed is extremely beneficial in enhancing conversion rates for car hire - especially if you integrate the car XML into the flight or hotel booking path. You can collect the payment (act as merchant) or holiday autos can do this for you, depending on how you wish to integrate the XML feed.

5 Deep linking tool

This web-based tool allows you to generate a deep link to display car results based on your search criteria (dates, location, etc). This deep link can then be displayed throughout your own website where appropriate. By offering car hire in more than one place, you will encourage more people to click through, which will generate more sales and profit for you.



6 Ancillary sales tool

This is a new, functional tool designed to assist you with increasing your car rental conversion. It allows you to place a car hire URL on any of the online documentation you send to your customers, e.g. email confirmation or pre-departure emails. Customers click on the URL to bring up a pre-populated car hire results page with prices relevant to the booking details of every customer. This provides another great way to proactively – and dynamically - sell car hire and make more money as it allows you to capture bookings from customers who have not already booked car hire with you, but who have already purchased other travel products.



For further information regarding the options above or to find out how we can help you grow your car hire sales then please contact our holiday autos UK sales team...

via email: xmlsupport@holidayautos.co.uk or by phone on 0871 472 5055