

# CARTRAWLER OPENS A RETAIL GATEWAY TO 845 MILLION FACEBOOK USERS

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Dublin-based market leading provider of online car rental distribution systems, CarTrawler, has launched an open source version of their global car rental platform for Facebook.

The CarTrawler (<http://www.cartrawler.com/>) car rental booking engine connects some of the world's top travel brands with over 879 car rental agents at 30,000 city and airport locations across 174 countries. The same advanced technology has now been packaged into a Facebook app, the source code of which can be downloaded free of charge from [www.cartrawler.com](http://www.cartrawler.com).

This is the latest in a line of innovations from CarTrawler. Previous partner benefits have also included the release of an open source car rental iPhone app ([http://www.cartrawler.com/downloads/download-form\\_app.php](http://www.cartrawler.com/downloads/download-form_app.php)) and the world's first mapping of car rental search results. These tools help to increase the window of opportunity for car rental to be purchased from CarTrawler partners as consumers shop around for their travel goods and services.

"As a business to business supplier, it's up to the team at CarTrawler to use our scale and expertise to make car rental retailing as profitable as possible for our partners. The introduction of a car rental app for Facebook further extends our partners retailing reach so that together we can maximise our share of the \$47 billion a year car rental industry. Facebook now accounts for approximately 1 in 5 of all page views online. It's time for the travel industry to harness the potential of this exposure." -Bobby Healy, CTO CarTrawler

For instructions on how to integrate the free CarTrawler open source car rental app into your Facebook page, please visit [www.cartrawler.com](http://www.cartrawler.com)

Please send interview requests or questions to [jfarinella@cartrawler.com](mailto:jfarinella@cartrawler.com)

Bobby Healy high resolution image download:

[http://www.cartrawler.com/images/facebookapp/Bobby\\_Healy\\_highres.JPG](http://www.cartrawler.com/images/facebookapp/Bobby_Healy_highres.JPG)

CarTrawler Facebook booking engine screenshots download:

[http://www.cartrawler.com/images/facebookapp/facebook\\_app\\_step1.png](http://www.cartrawler.com/images/facebookapp/facebook_app_step1.png)

[http://www.cartrawler.com/images/facebookapp/facebook\\_app\\_step2.png](http://www.cartrawler.com/images/facebookapp/facebook_app_step2.png)

[http://www.cartrawler.com/images/facebookapp/facebook\\_app\\_step3.png](http://www.cartrawler.com/images/facebookapp/facebook_app_step3.png)

### About CarTrawler

CarTrawler is the international travel technology company behind one of the most widely distributed car rental distribution platforms in the world. CarTrawler has over 30 years experience in travel industry technology and employs almost 200 staff in the USA, Ireland, the UK and Spain.

CarTrawler is not just a car rental booking engine; it is an ancillary revenue driver for the entire travel industry. CarTrawler connects some of the world's largest airlines, online travel agents and accommodation suppliers with over 879 car rental agents at 30,000 locations in 174 different countries. The booking engine operates in more than 30 languages and quotes in multiple currencies enabling global distribution. By integrating the CarTrawler booking engine into a partner website, they gain the ability to sell car rental in addition to their core product or as a stand-alone service. CarTrawler helps to increase average spend per visit to a partner's website while preserving the partners brand identity.

CarTrawler is exclusively a B2B supplier, working with partners to deliver tailored solutions that help them to maximise the revenue that they generate from car rental. Innovative sales tools such the open source iPhone app and car rental mapping are all part of the CarTrawler partner package.

#### CarTrawler Partners

CarTrawler is the largest provider of car rental booking systems to the airline industry in the world. Over 200 million airline passengers have access to a comprehensive range of car rental solutions that have been integrated into the website of their airline of choice. Airline partners include Virgin Australia, Emirates, Fly Dubai, Air India, South African Airways, Finn Air, Malaysian Airlines, Iceland Air, Hawaiian Airlines, Norwegian, Wizz Air and Gulf Air. CarTrawler also work with Datalex and SITA who resell their technology to the airline industry.

CarTrawler also provide car rental sales technology to lodgings (hotels, rented accommodation, and hostels), online travel agents, information websites (media, tourist authorities, and airports), travel and transportation (car rental, rail and ferry websites) and retail travel agents. Clients include American Express, STA Travel, Skyscanner, Travix, Online Republic, Teletext Holidays, The Trainline.com, Via Michelin, Flightnetwork, Travelstart, HolidayExtras, Air Canada Vacations and Flightcentre.

#### CarTrawler Suppliers

CarTrawler has negotiated global supply deals with industry leading car rental brands and key local suppliers including Avis, Budget, Enterprise, Europcar, National, Thrifty, Payless, Alamo, Dollar and SIXT.

For further information please contact:

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Thank you.