



## 'EXPO 2020' TO FUEL CAR RENTAL INDUSTRY IN UAE

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### RITIKA SHARMA / Emirates Business

Hotels and airlines are not the only industries gearing up to reap rich dividends out of Dubai Expo 2020. The much-awaited event is expected to give a push to Car rentals as well. Vehicle rental companies across the UAE are pulling up their socks to cater to the huge demand for rented transportation options that are expected to fast emanate during and towards the exposition.

Abu Dhabi-based car rental company Fast Rent A Car — that celebrates 25 active years in business this year — has announced it is planning an investment worth AED60 million and opening ten new outlets at different locations ahead of the big event.

Announcing the way forward, Fast Rent A Car General Manager, Tony Hinder said, "As we celebrate 25 years in business, I want to assure our customers that we will continue to make their car rentals with us more pleasurable and comfortable. We take this opportunity to announce an increase in our outreach, growth in network and more refined services in the coming future, especially in line with growth that we are expecting in the wake of upcoming international exhibition event (Dubai Expo 2020)."

According to industry estimates, car rental industry is all set to witness a 25 percent annual growth in the UAE by 2020. Fast Rent A Car was launched in 1990 and has been one of the leading car rental companies in terms of innovative products and superlative services ever since.

Marking the milestone celebration, Group CEO Ahmed Abood Al Boasy said, "We provide the easiest travel options and that's why possibly we have only seen a rise in our customer base. We have been instrumental in creating remarkable memories for residents and tourists alike. Be it the choice of vehicles, premium services or

value-added offerings; our customers are always treated with expedited rental process to make their experience with us a pleasant one.”

Currently, the car rental company owns a 7000 car fleet and has mapped 21 locations with 210,870 strong customer base, across the Gulf Cooperation Council (GCC) region.

#### EXPANSION PLANS AHEAD:

The company is expected to announce branch openings at 10 new locations by the year 2020. With an investment of around AED60 million, which will include new locations and a new state-of-the-art Fast Rent A Car super centre that will house the most up-to-date service and washing facilities along with a full body repair workshop within the UAE; the company is surging ahead to meet their expansion plans.

Ensuring a hassle free rental procedure; Fast Rent a Car plans to replace its operations software and deploy many innovative strategies to deliver high level of quality within each and every rental account.

With excellence in every aspect of its business operations from fleet maintenance, customer interactions, booking facilitations along with transparency in billing, claims and vehicle reservations; Fast Rent A Car looks forward to its next milestone.



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Phone : 02/4468000

Fax : 02/4485401

Email: [webmaster@gulftime.ae](mailto:webmaster@gulftime.ae)

Website: [www.emirates-business.ae](http://www.emirates-business.ae)

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