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## **ECO-FRIENDLY CAR RENTAL SITE ANNOUNCES U.S. LAUNCH** **Vroom Vroom Vroom Drives Out of Beta and Into the U.S. Market**

EMBARGOED UNTIL OCTOBER 1, 2008

Las Vegas, NV (October 1, 2008) — Vroom Vroom Vroom, an eco-conscious car rental site, announces its official U.S. launch, bringing stateside consumers a fast, hassle-free and environmentally friendly car rental booking service. The new site enables customers to make reservations with all major car rental companies in more than 2,000 U.S. locations, including major airports, city centers, and smaller regional towns, and boasts the industry's fastest interface (28.5 seconds to complete a reservation). Vroom Vroom Vroom is the first car rental site to provide carbon offset credits with each rental, at no cost to the customer. Renters get the benefit of no cancellation restrictions and a lowest price guarantee that offers \$10 if a lower rate is found elsewhere. And one lucky renter each month will get their entire booking FREE. With no extra fees and Vroom Vroom Vroom picking up the tab on carbon offset credits for all rentals, Vroom Vroom Vroom takes customer service and social responsibility as seriously as it takes its unconventional name.

An Australian-born brand with success in several countries including Australia, New Zealand, the U.K. and Canada, Vroom Vroom Vroom has established its U.S. headquarters in Las Vegas, Nevada. The U.S. platform has been three years in the making, but Vroom Vroom Vroom didn't spend that time buried 'down under'—they were developing technology and building relationships to offer real-time pricing and direct connections to key car rental providers, giving American consumers a new choice for renting with ease.

Peter Thornton, CEO of Vroom Vroom Vroom, wants to be known as a "company with a conscience." Thornton says, "We want people to choose Vroom Vroom Vroom not just because we have the lowest rates, fastest tools and highest level of service, but because we understand their needs and share their values."

— MORE —

VroomVroomVroom.com offers more than the expected online rental options (price comparisons and vehicle selections like luxury cars, SUVs and convertibles). The site has “Geek Travel Tips”—a list of 25 Web apps for road-trip planning including maps, travel search engines, resources for business travel, and tools for finding parking lots, radio stations and the best gas prices. The site also has travel guides for major U.S. and international cities and “accidental tourist” tips—sightseeing ideas for anyone who finds themselves with extra time in a new place.

Future expansion is already in the works—look for new site features, green programs and additional content in the upcoming months.

### **About Vroom Vroom Vroom**

Vroom Vroom Vroom believes drivers deserve a car rental booking service that thinks and acts like a customer. Adding a breath of fresh air to the car rental process, Vroom Vroom Vroom prides itself as a company with a conscience, offsetting carbon emissions for every car rented through the site, at no cost to the customer. An Australian-born company launched ‘down under’ in 2002, Vroom Vroom Vroom maintains services and operations in the U.S., Canada, Australia, New Zealand and the U.K.

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