
RYANAIR SIGNS RENTALCARS.COM TO DRIVE UNRIVALLED CAR RENTAL EXPERIENCE

Ryanair, Europe's No.1 airline today (28 Jan) announced it has partnered with Rentalcars.com, the leading online car rental service, to offer its travellers the best rates on the world's largest choice of car rental inventory.

By integrating Rentalcars.com's platform across its Group Airlines, Ryanair is using the most innovative technology in the industry to create a market-leading and frictionless user experience that will deliver more car rental bookings than ever before.

As a result of its improved customer journey across Web, Mobile and App platforms, Ryanair's customers will not only be offered the widest choice of cars available but will also receive personalised, dynamic recommendations and price-matched rates for car rentals in 60,000 locations across 160 countries. Rentalcars.com has also integrated a 24/7 customer service centre into Ryanair's car rental product, giving its travellers access to a live chat service in multiple languages.

The partnership will also see Europcar's car rental services, provided by Rentalcars.com, promoted exclusively through offline channels, such as in-flight announcements and boarding cards, offering exclusive discounts to Ryanair customers.

Greg O'Gorman, Director of Ancillary Revenue at Ryanair, said:

"Ryanair is pleased to partner with Rentalcars.com, as we continue to innovate our Car Hire service and to further personalise our product offering to our 154m customers p.a. Rentalcars.com uses innovative technology to continually optimise the user journey, giving our customers the best choice, value and care on the market."

"Ryanair customers already enjoy the lowest fares in Europe and our new partnership with Rentalcars.com will guarantee them the best value car hire service as well, available only through the Ryanair.com website."

Ady Guthrie, Commercial Director of Transport Partnerships at Rentalcars.com, added:

"This partnership further strengthens our position as the car rental provider of choice for leading airlines and travel in general, and is a testament to the hard work of the entire Rentalcars.com team."

"We are driven by using cutting-edge technology to make it easier for travellers to rent a car regardless of where they are in the world, so we are delighted to have helped Ryanair to realise this shared objective for its 154 million annual customers."

"As travellers increasingly expect to book every aspect of their trip in one place, we will continue to experiment with our partners to help the industry react and deliver the truly connected trip."

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Notes to editors:

About Rentalcars.com:

- Arranges car rental in 60,000 locations, across 160 countries and in over 40 languages
- Processes 8 million bookings per year – the world's leading online car rental service
- Uses 3.5 million customer ratings to guide bookings, and only works with car rental companies that achieve a consistently good standard of customer feedback
- Compares 6 million prices every day to guarantee the best possible rates, and offers a price match guarantee
- Works with supply partners to offer great prices on all car groups, including luxury cars, people carriers, minivans and automatic cars, as well as offering more choice on pick up locations
- Operates a multilingual call centre open 7 days a week, 24 hours a day, 365 days a year
- Provides independent guidance and support throughout the rental process
- Available to book online, on mobile and via the Rentalcars.com app
- Rentalcars.com is part of Booking Holdings Inc [NASDAQ: BKNG], the world leader in online travel, which serves consumers and partners through six primary brands – Booking.com, priceline.com, KAYAK, agoda.com, Rentalcars.com and OpenTable. For more information, visit www.bookingholdings.com.

About Ryanair Holdings:

Ryanair Holdings plc, Europe's largest airline group, is the parent company of Buzz, Lauda, Malta Air & Ryanair DAC. Carrying over 154 m guests p.a. on more than 2,400 daily flights from 82 bases, the group connects over 200 destinations in 40 countries on a fleet of over 475 aircraft, with a further 210 Boeing 737's on order, which will enable the Ryanair Group to lower fares and grow traffic to 200m p.a. by FY24. Ryanair has a team of over 19,000 highly skilled aviation professionals delivering Europe's No.1 on-time performance, and an industry leading 34-year safety record. Ryanair is Europe's greenest cleanest airline group and customers switching to fly Ryanair can reduce their CO₂ emissions by up to 50% compared to the other Big 4 EU major airlines.