

MEDIA RELEASE



June 2009

BOOK YOUR VEHICLE EARLY AND SAVE SAVE SAVE

Plan early and you will save money – that's the hot tip according to a recent study undertaken by DriveNow.com.au.

Covering travel over the Easter period, the study found those who booked their car hire more than three weeks ahead of travel enjoyed savings of up to 50 percent.

The study was based around the Easter holiday period, with findings including an average saving of \$243* on family vehicle hire and \$133* on people moving vehicles when travellers booked more than three weeks in advance.

Director of DriveNow.com.au, Jonathon Pearson, says the study shows that planning ahead really is key.

“Organised travellers who book early can achieve substantial savings and get the best deal out of their travel dollar. This study really reinforces the notion that travellers can enjoy great savings when travelling during peak times simply by booking early,” Jonathon explains.

DriveNow's real-time rate-comparison system also ensures DriveNow can give customers the latest rates to compare, so they can ensure they obtain the best prices no matter when they book.

DriveNow.com.au is your one-stop-shop for the most competitive rates on all rental cars and campervans across Australia and New Zealand. For further information visit www.drivenow.com.au

- Ends -

For further information, images or to arrange an interview contact:

Rachael Mein

P: + 613 8416 6705

M: 0438 982 101

rachael.mein@che.com.au

* Saving on a five day rental