



YOUR NEXT DRIVE
EXPERIENCE



primere**nt**
EXCLUSIVE CAR RENTAL



WHO WE ARE

Primerent is an established player in the world of mobility concerning the luxury car segment. The company was born from the entrepreneurial idea of Saverio Castellaneta, CEO, and his passion for the automotive industry. In 2005, he launched the project with the vision and intention of pursuing a new concept of mobility extended to the rental of exclusive cars for medium (1-12 months) and short-term (1-30 days) rentals.

The company owns over 300 technologically advanced cars, carefully selected to guarantee a unique driving experience. The car fleet includes only high-end models of the latest generation, internationally recognized brands such as Ferrari, Lamborghini, Maserati, BMW, Mercedes Benz, Porsche, Audi, Land Rover, Jaguar, Mini, Rolls Royce, Bentley, Aston Martin.

The wide selection of ready-to-deliver cars, all with Italian license plates, allows for a premium service, satisfying even the most demanding customers. Saverio Castellaneta explains: "Primerent does not offer a simple car rental, but a quality service that puts the main focus on the customer, who can choose from a wide selection of tailor-made services. The success of the business model comes from the fact that we have created a versatile structure that adapts to the needs of anyone."

Primerent has more than 15 years of success behind it and is a continuously evolving company committed to offering increasingly exclusive experiences to its customers, such as customizable pick-up and drop-off, and a choice of constantly updated cars according to the news of the automotive market.

Over the years, in addition to the fleet, the team of specialist drivers has also grown, directly trained by the car manufacturers on the technical and digital level, along with the number of professionals in the central Roman office, guaranteeing a quality service to more than 20,000 customers and 1,600 companies.





PHILOSOPHY

Primerent's philosophy is based on three complementary and fundamental concepts: innovation, flexibility, and efficiency, without ever neglecting sustainability.

Innovation, flexibility, and efficiency are also essential requirements to meet the demands and expectations of the most discerning customers, offering high-end cars with highly curated fittings and tailored solutions, carefully designed to meet the needs of each customer.

- The approach to short and medium-term rental of high-end cars and the cutting-edge technology of the cars themselves are innovative.
- The rental mode is flexible, allowing you to choose the most suitable solutions for every need in terms of duration, offering a wide selection of models and configurations for both companies and individuals.
- Efficiency is guaranteed by the quality of services, such as the possibility of creating customized pick-up and drop-off and delivering a car anywhere quickly.

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Saverio Castellaneta

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SUSTAINABILITY

Primerent pays particular attention to sustainability: currently, 100% of the cars in the fleet are Euro 6D or higher, while 76% are hybrid or fully electric vehicles, with the expectation of reaching increasingly higher percentages as soon as possible.

"The new economy and sharing economy have so far focused on the mass market rather than niche markets. At Primerent, being aware that the ongoing evolution concerns everyone, we want to propose new concepts of mobility in the top-spender segment, orienting ourselves to a market that has changed the way of relating to objects, putting them at the common service," says Saverio Castellaneta. "The ownership of cars, especially high-end ones, is highly burdensome and often the usage time does not justify the use of financial resources for purchase: we offer a sustainable solution both on a personal and environmental level, proposing a new concept of mobility through flexible short- and medium-term rentals."





SERVICES

The rental contract offered by Primerent allows full flexibility and can last from 1 day to 24 months, guaranteeing freedom to the customer along with the pleasure of being able to always drive the latest market innovations without economic obligations and limitations. In addition, the cars are always available and the concierge service remains operational 24 hours a day, providing a tailor-made service.

Delivery and pick-up take place wherever necessary, quickly, in Italy and southern Europe. The company efficiently manages the logistics of the cars: in major cities they are delivered within an hour, while in others technical travel times are sufficient. All without complicated financial practices, a credit card is all you need, making the rental process easier and smarter.

The flawless experience is guaranteed by custom-made advice from dedicated and specialized professionals who support the customer at every step, from the initial phase of choosing the car to the final one. At delivery, a specialist driver will provide all the information regarding the high-tech accessories in order to allow the customer to immediately drive the car to the maximum of its capabilities in total safety. In case of unforeseen events, the assistance service is available 24/7, including rescue, if necessary, and the immediate availability of a replacement car.

Having a focus on flexibility, during the rental cars can be replaced with different brands and types, allowing the customer to have different driving experiences.

Primerent keeps its fleet constantly evolving through direct and privileged relationships with luxury car manufacturers, ensuring a turnover of cars ranging from 10 to 12 months. This approach guarantees always cutting-edge and competitive cars compared to the latest market innovations, not only in terms of the models offered, but also of available options, which can be selected from a long list of configurations, meeting all needs.

The company annually renews not only the car models, but also all the technological innovations related to safety, driving assistance and entertainment, such as advanced infotainment systems like CarPlay or AndroidAuto; they, in fact, allow connecting a smartphone to the car's display, controlling from the cockpit navigator, music, telephone and DVD, allowing extended connectivity and giving passengers the opportunity to enjoy pleasant journeys without distractions for the driver.





LOCATIONS

Primerent headquarter is located in Rome, Via Flaminia 491. In Milan, there is the boutique, which is located in Corso Sempione, 28. The boutique is called "Boutique Primerent", and is a showroom conceived to be a comfortable and versatile living room that can perfectly host high-end events.

There are 3 operative hubs: Rome, Florence and Milan. In 2023, 2 more hubs are expected to be opened (North and South Italy)

For Primerent, the real luxury is to fill daily life with beauty, focusing on a warming design and high-valued details. The showroom in Milan, first and one-of-a-kind, is a zen place, conceived as a stress-free zone where the experience with Primerent signed the boutique project, respectively art director and architect, they created a concept that denotes the values of the brand: taste, sobriety, and refinement, committing to the customers a place focused on their wellbeing.





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