

# Avis Budget Italia SpA in Travel and Tourism (Italy)

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## Abstracts

Avis Budget Italia SpA, part of the Avis Budget Group Inc is one of the leading car rental companies in Italy and is focussing its strategy on expanding its share through reinforcing its network of alliances with several partners, from airlines to hotel chains, mass merchandisers and tour operators. The company is also looking at innovative solutions and services in order to retain its customers.

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