



## *Press Release*

### **SIXT is the first car rental company in the U.S. offering Apple's new iOS "App Clips" for vehicle selection**

- **Timed with the iOS 14 release, SIXT launches a new feature for Apple's "App Clips" with more freedom of choice and faster service for rental car customers**
- **SIXT customers can now select the exact vehicle they want, at any SIXT station in the US, prior to pick-up by scanning the "App Clips" QR-code**
- **SIXT's culture of innovation focuses on tech advances and providing customers with new digital services**

**Fort Lauderdale, September 16, 2020** – SIXT rent a car is renowned for its fleet of premium cars, world-class customer service, exceptional value and reputation for introducing tech innovations. By being the first car rental company offering their customers a new function to select the exact vehicle prior to pick-up via the new Apple App Clip feature, SIXT proves again that it is a global leader and market innovator in mobility services. SIXT plans to further expand App Clip features in the coming months.

With the release of iOS 14 and the new iOS feature App Clips, iPhone users benefit even more from the digital advantages of SIXT. SIXT customers now have the option to choose the exact vehicle they want to drive before picking up the car at the SIXT branch – no matter if they are already using the SIXT app or not. This enables SIXT customers to navigate faster and in a more customized way through their rental experience.

#### **How it works:**

Before customers pick up their SIXT rental car, they just need to scan one of the QR-codes, which will be presented at all branches in the USA. Then they will see which cars in the reserved category are currently available at the pick-up location and can select their preferred make and model using App Clip and the exact car is waiting to drive away.

**Daniel Florence, COO of SIXT USA:** "Our customers directly benefit from the new iOS App Clip function due to its many possibilities. This latest feature not only gives SIXT customers a free choice but also shortens the check-out process at the counter; thus, allowing our customers to drive off even sooner in their preferred

vehicle. In addition to this, if customers were satisfied with the service, they can download the fully equipped SIXT app allowing an easier and more advantageous experience in the future.”

### **About App Clips**

An App Clip is a small part of your app that is discoverable at the moment it's needed. App Clips are fast and lightweight so a user can open them quickly. Whether they are ordering take-out from a restaurant, renting a scooter, or setting up a new connected appliance for the first time, users will be able to start and finish an experience from your app in seconds.

### **About SIXT:**

SIXT SE with its registered office in Pullach near Munich, is a leading international provider of high-quality mobility services. With its products SIXT rent, SIXT share, SIXT ride and SIXT+ the company offers a uniquely integrated mobility service across the fields of vehicle rental, car sharing, chauffeur services and car subscriptions. The products can be booked through one single app, which also integrates the services of its renowned mobility partners. SIXT has a presence in around 110 countries around the globe. The company is characterized by consistent customer orientation, a lived culture of innovation with strong technological expertise, the high share of premium vehicles in its fleet and an attractive price-performance ratio. The SIXT Group generated revenue of EUR 3.31 billion in 2019 and ranks as one of the most profitable mobility companies worldwide. Sixt SE is the parent company of the Group and has been listed on the Frankfurt stock exchange since 1986 (ISIN ordinary share: DE0007231326, ISIN preference share: DE0007231334).

<https://about.sixt.com>

### **For further information:**

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