

Focus on the environment when Budget is launching new offices.

Large expansion of Swedish Network

Budget Car Rental in Sweden restarted the operations in January 2006. 3 years later the expansion has really picked up speed. Today Budget has 33 rental locations in Sweden and is now represented on all major airports in the Country. Within 2 years time another 40 offices will be opened.

One of the key issues to the expansion is an exclusive agreement with one of the largest petrol station chains in Sweden – PREEM Petroleum. In cooperation with Budget, Preem are to launch car rental in 50 of their 200 stations. One of the most important issues for us is availability and these petrol stations are close to the customer and opened almost 24h a day, says Jesper Näsström Operations Manager for Budget Sweden. In Sweden the environmental focus is huge and hybrid and Eco fuel cars has an important roll in the market, therefore we have together with Preem launched stations with 100 % environmental cars.

The financial crisis is making Sweden an attractive holiday destination

The last few months financial crisis has hit hard on the Swedish currency which makes Sweden more attractive as a holiday destination. For example the dollar has gained over 30 % and the Euro 20 % compared to the Swedish Krona in just a couple of months.

Sweden is a large country, same size as California but with only 9 million inhabitants. So many of the new international tourists use rental cars to see more of the beautiful and close by countryside when they are visiting major cities like the capital Stockholm, says Manuel Lindberg General Manager for Budget Sweden.

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Budget Rent a Car is one of the largest car rental firms in the world with representation in more then 120 countries. In total there is 3000 offices of which 800 is on Airports . In Sweden Budget Car Rental is owned by Riksbilar AB. Budget Car rental has today 33 rental offices in Sweden and is one of the fastest growing car rental firms in the country.

