## Lurento aims to tap €6.2bn luxury car rental market

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Goldenage Technologies, a provider of technology and marketing solutions for luxury services, today launched Lurento.com, the world’s first luxury car rental marketplace.

“Booking.com for luxury cars” is designed to take the frustration out of renting a perfect vehicle for your trip. Lurento brings together approved small and medium rental companies and demanding customers into a secure and easy to use marketplace. A number of companies in Italy, Germany, Spain, Austria and Monaco got on board. Lurento is now expanding to Dubai and the UK.

“Bringing together supply and demand is the first step”, says Mihailo Dhoric, Founder. “We aim to provide more transparent pricing, increased security for companies and customers and better customer experience.”

In 2016, Goldenage invested in the technology to help both customers and suppliers solve common problems such as fraud, theft, surprise charges and poor customer support. While still in beta, Lurento offers unparalleled selection of vehicles from sports cars like Ferrari and Porsche, executive-class vehicles from Mercedes and BMW, luxury vans for group transport and high-end SUVs.

“Our team spent a lot of time working with business owners and talking to our clients”, Mihailo said. “Understanding the needs of both is essential for our mission. Big car rental brands are showing increased interest in this market segment and local companies cannot afford to invest in technology, security or marketing.”

Lurento’s team has years of experience in software development and marketing for the ground transportation industry. The company is headquartered in Tallinn, Estonia with a development team in Belgrade, Serbia and business operations in London.