

Operated by



**MOBILITY
DRIVEN BY**



CREATING A LASTING PARTNERSHIP

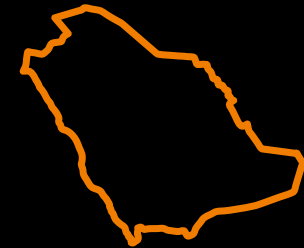
01

SIXT
WORLD-
WIDE



02

SIXT
KSA



03

SIXT
KSA
PRODUCTS
& SERVICES



04

DIGITAL
SOLUTIONS



05

MORE
EXCITE-
MENT



SIXT WORLDWIDE





WHY CHOOSE SIXT ?



CLICK HERE

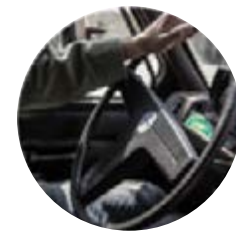


WHAT WE DID IN THE PAST



1912

Established by Martin SIXT



1970

Product launch of "SIXT rent a truck"



2008

First car rental company to go mobile



2011

SIXT enters the USA



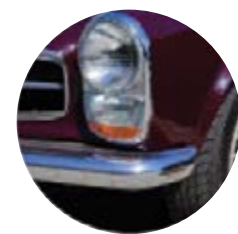
2013

"MyDriver" established



2019

Launch of SIXT rent, share, ride in one app



1967

"SIXT Leasing" established



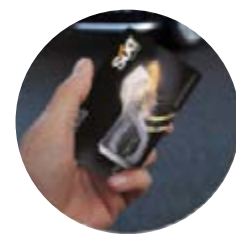
1991

Start of the international expansion



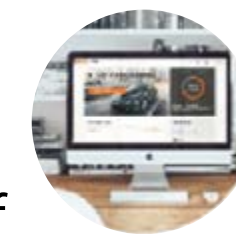
2011

"SIXT Mobility Consulting" established



2012

Product launch of "SIXT unlimited"

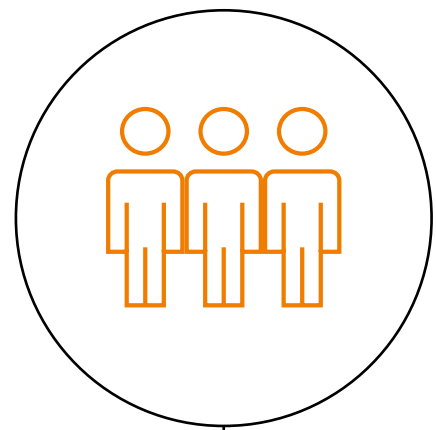


2017

Product launch of "SIXT Mobility as a Service (MaaS)"

CREATING A LASTING PARTNERSHIP

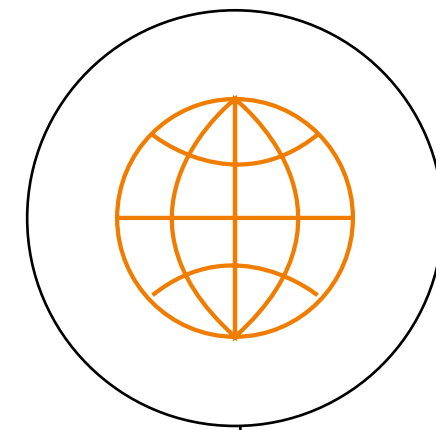
YOUR RELIABLE
PARTNER!



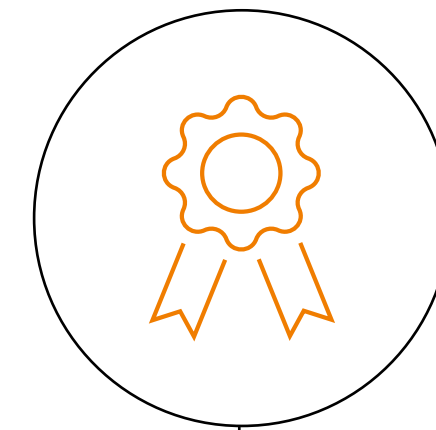
**SIXT IS
FAMILY**



**SIXT IS
GROWING**



**SIXT IS
GLOBAL**

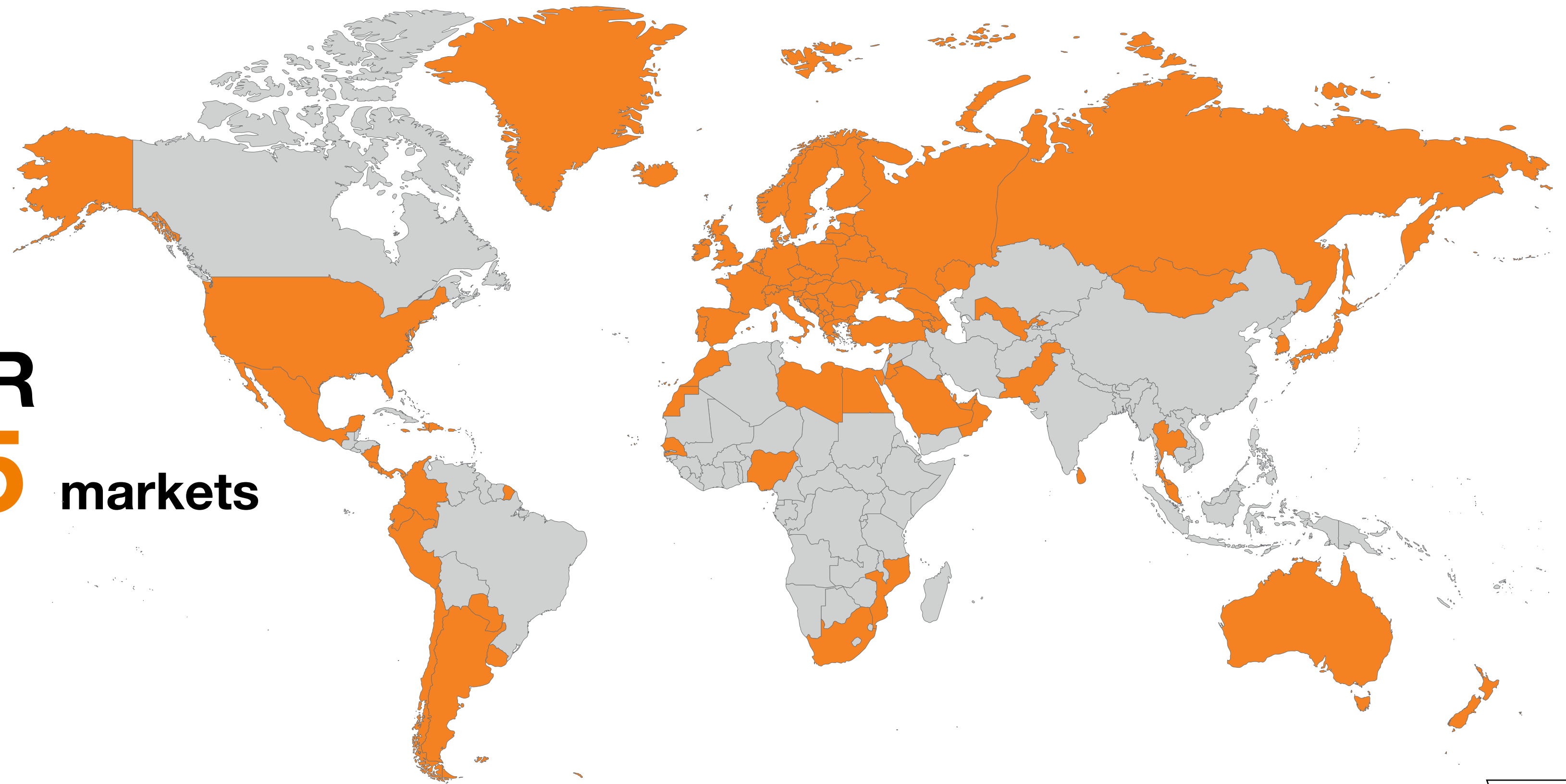


**SIXT IS
UNIQUE**

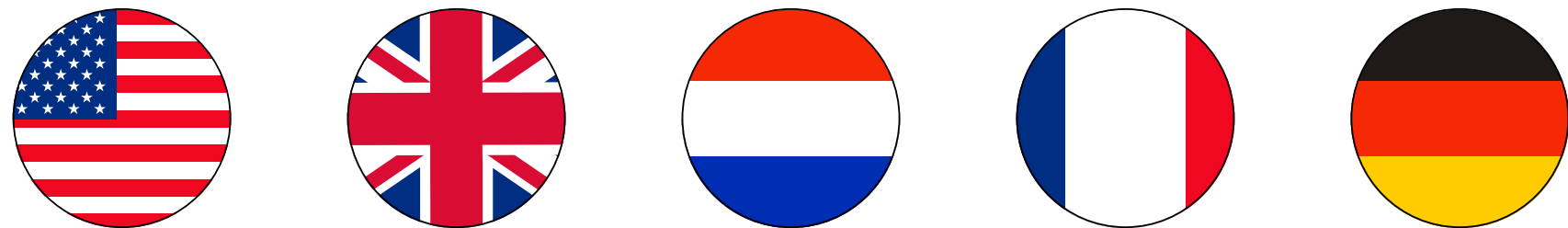


THE GLOBAL SIXT NETWORK

SIXT is a
GLOBAL PLAYER
operating in over **115** markets
& runs **2100** more
than branches



SIXT WORLDWIDE

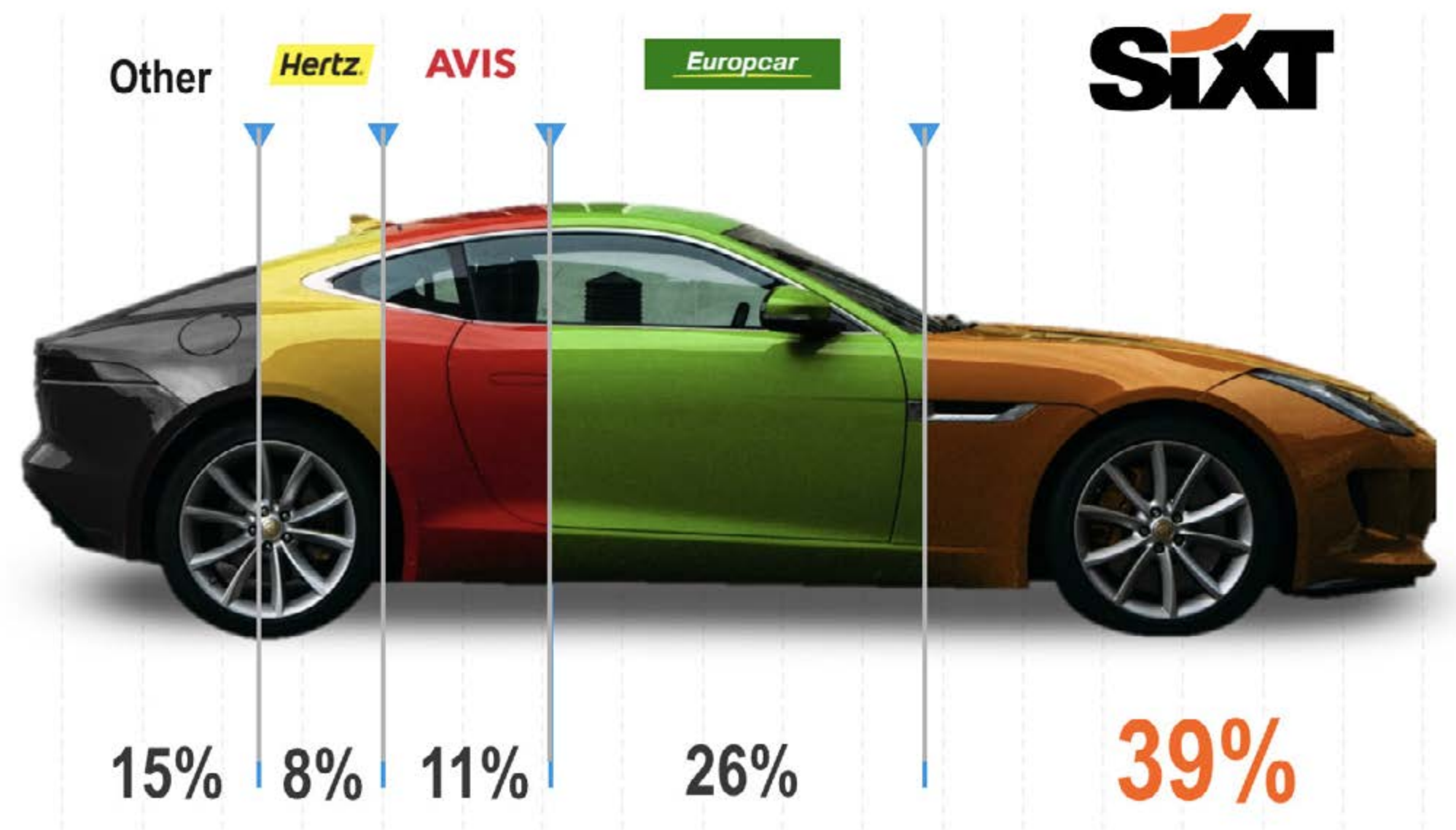




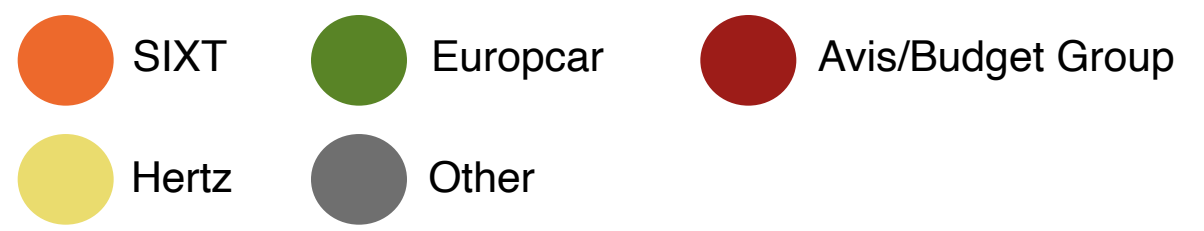
SIXT IS THE MARKET LEADER IN GERMANY, NO.2 IN EUROPE

#1 IN GERMANY

#2 IN EUROPE



Source: Euromonitor (Y 2019), Sixt estimations
 *Only Sixt-Corporate Countries 2019 (excl. Luxemburg & Monaco)



Source: Euromonitor (Y 2019), Sixt estimations
 *Only Sixt-Corporate Countries 2019 (excl. Luxemburg & Monaco)



SIXT KSA



02



COMPANY OVERVIEW



SIXT KSA IN PARTNERSHIP WITH ALTURKI HOLDING'S SAMARA

Alturki Holding is a premier investor and partner of choice for sustainable building in Saudi Arabia and the MENA business region. Since our establishment in 1975, we have been a key facilitator in the development of modern Saudi Arabia, having been involved in almost every major infrastructure development across the Kingdom.

With over four decades of experience, Alturki has built and accelerated the growth of our portfolio of leading businesses across an array of sectors. These sectors includes Construction and Building Materials, Infrastructure, Transportation, Information and communications Technologies, Oil-Field Tools and Services, Real Estate and more.



COMPANY OVERVIEW



SAMARA LAND TRANSPORTATION SERVICES CO

Samara Land Transportation Services Co. launched in 1982, and became one of the most unique providers of car rental, corporate lease, and limousine services. In the early 2020 – SIXT, the German based international provider of high-end mobility services, has appointed Samara as its soul and proud franchisee in The Kingdom of Saudi Arabia. SIXT is one of the largest car rental companies in the world with a fleet of 280,000 cars, in around 110 countries. the company's extensive fleet of luxury, economy, SUV, vans and commercial vehicles contains exquisite car brands of the latest models to ensure that local customers and travelers in Saudi Arabia have the flexibility to choose a vehicle that best meets their specific mobility demands.

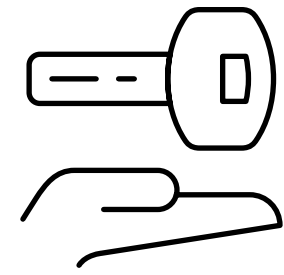


COMPANY OVERVIEW

The partnership leverages SIXT's extensive experience in mobility for more than 100 years and Samara's more than 35 years of mobility service experience in the Kingdom of Saudi Arabia. The premium mobility provider welcoming its customers at Saudi Arabia's main airports located in Riyadh, Dammam, Tabuk and Jizan. Sixt is striving to excite its customers throughout the car rental experience, focusing on adding value with the latest technology and well-trained employees. Furthermore, Sixt is honored to be providing excellence to corporations in the oil and gas industry, airlines, hotels, supporting with charity events and local mega events.

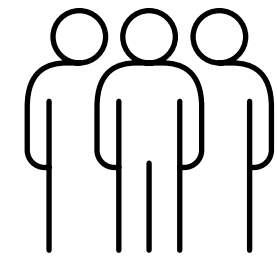


COMPANY STRATEGY



RENTAL

Our strategy is to grow in rental, expand network across the Kingdom to become a national player by differentiating ourselves through advanced technology, including self-services and electric vehicles.



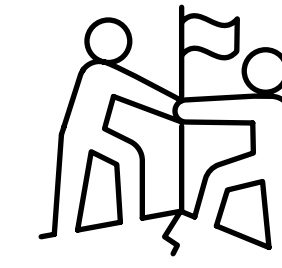
PEOPLE

Digitize our internal processes and digital solutions to limit errors and build a high performing and engaged workforce. And as we grow our aim is to contribute positively in nationalization and female empowerment.



VISON

To be most preferred and trusted provider of ground mobility in the Kingdom.



MISSION

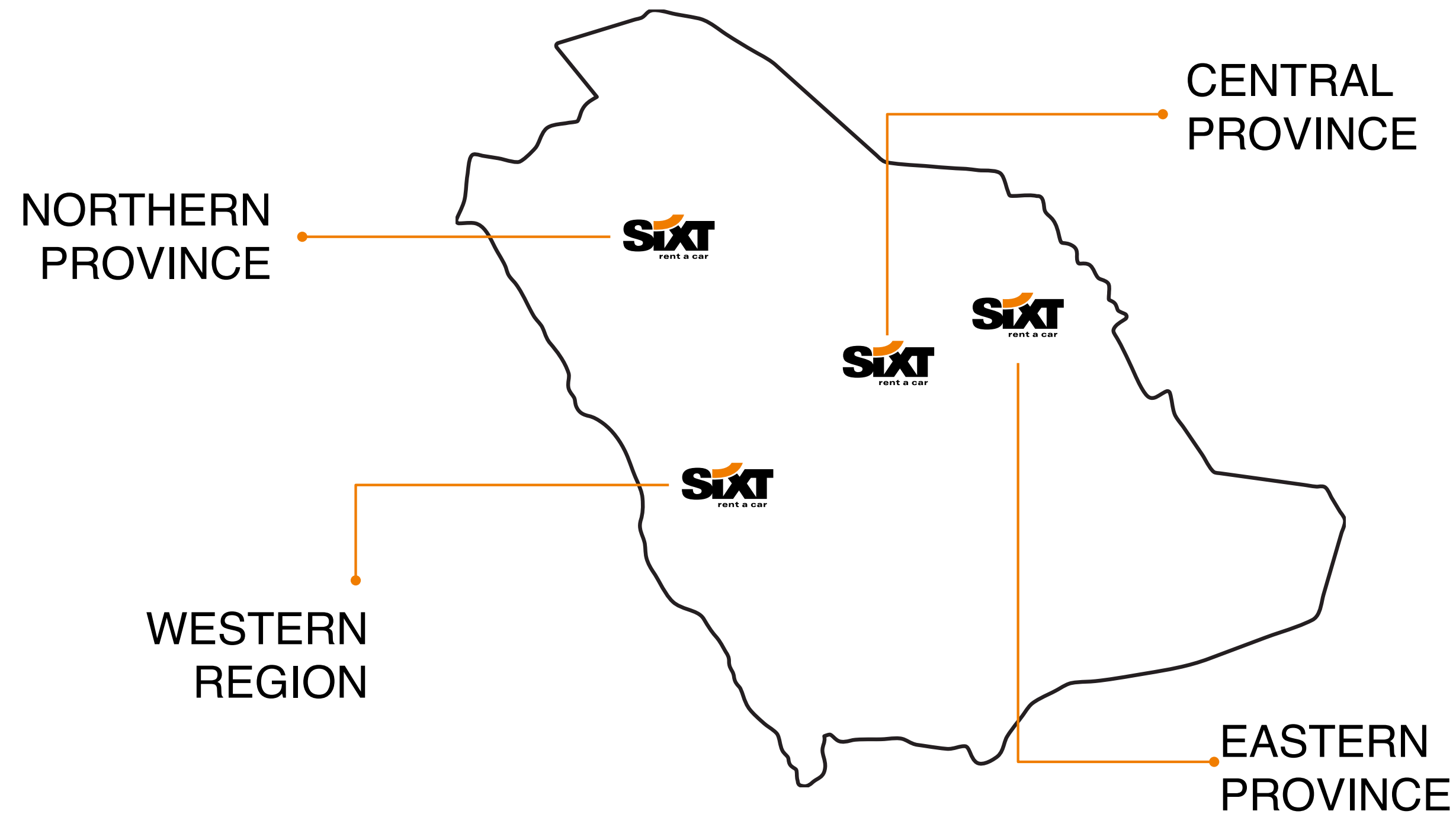
To provide safe & reliable transportation services to support advancement of our customers and community.

CORE VALUES

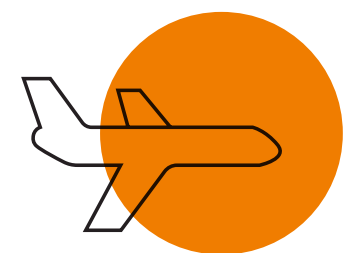
PERFORM



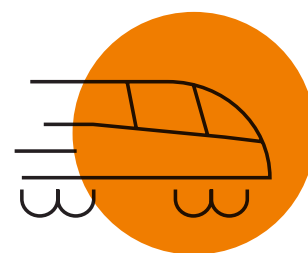
SIXT IN SAUDI ARABIA



SERVICE AREA COVERAGE



AIRPORT



TRAIN STATION



CITY

OUTLOOK 2022 & 2023

- 15** New branches planned
- 4** Branches in Dammam
- 1** Branch in Al-Khobar
- 3** Branches in Riyadh
- 2** Branches in Jeddah
- 1** Branch in Abha, Mecca, Yanbu, Madinah, Jubail

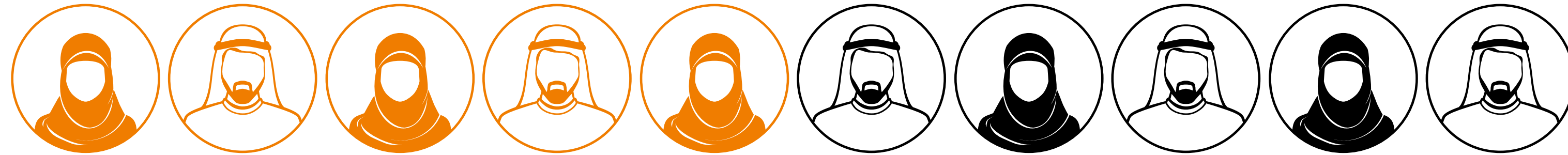
Planned new branches in 2022 and 2023

OUR CLIENTS



IKTVA RATIO

iktva



49%

APPROVED BY



CONCENTRATE ON



RATES AUDITED BY

LOCALIZATION
OF RESOURCES

SIXT KSA PRODUCTS & SERVICES

03



Short & Long-term rental.
Individuals & Corporate.
Small to luxury vehicles.

Booking Channels

Website – www.sixt.com.sa
Email – car.rental@sixt.com.sa
App – Sixt
Call Center +966 9200 02854



Flexible leasing period solutions
across KSA for passenger
& commercial vehicles.
Customizable to customer needs
including Insurance, Vehicle
Replacement, 24/7 Road Assist,
Door-to-Door, Maintenance &
Mobility solutions.

Enquiry channels

Email – info@sixt.com.sa
Call Center +966 9200 02854



Pre-booked & on-call limousine
services for individuals and
corporate customers including
Aramco, Airport & GCC transfers.
Diversified, clean & fully insured
vehicles driven by hand-picked &
professionally trained drivers.

Booking Channels

Website – www.sixt.com.sa
Email – info@sixt.com.sa
App – SamaraRide / SamaraBusiness
Call Center +966 9200 02854

The logo for SIXTrent, featuring the word "SIXT" in a bold, black, sans-serif font with a stylized orange swoosh above the "I", followed by "rent" in a smaller, lowercase, black, sans-serif font.

SIXTrent

YOUR NUMBER ONE CAR RENTAL SUPPLIER



WHY RENT WITH ?

PREMIUM FLEET INTERNATIONAL SERVICE STANDARDS

- ✓ Competitive prices
- ✓ Access to more than 2,000 Stations in 105+ countries worldwide
- ✓ Free cancellation and reservation changes when you pay on arrival!
- ✓ No credit card fees
- ✓ No hidden costs
- ✓ Loyalty program
- ✓ Earn miles with our airline partners

SIXT RENT – FLEET MIX

SIXTrent

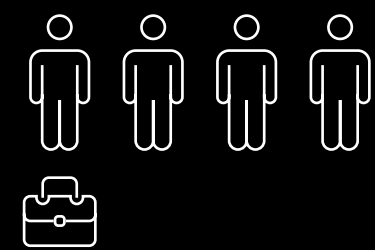
(PRE -BOOKED CAR)

OFFERING THE RIGHT RENTAL PRODUCT FOR DIFFERENT CUSTOMER NEEDS

ECONOMY



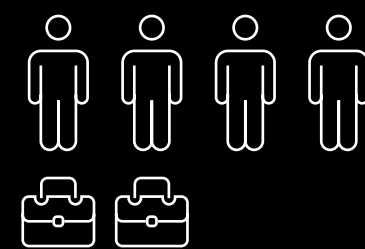
e.g. Hyundai Accent,
Chevrolet Spark



COMPACT



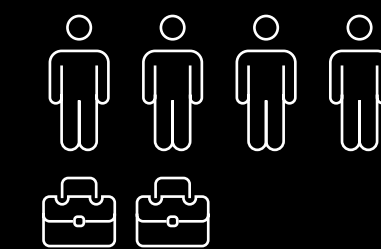
e.g. Nissan Sunny,
Chevrolet Captiva



STANDARD



e.g. Jeep Compass,
KIA Optima



SIXT RENT – FLEET MIX

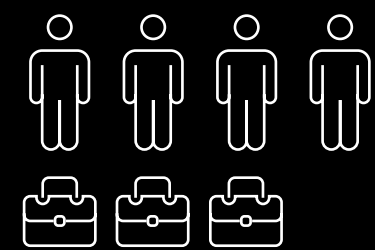
SIXTrent
(PRE -BOOKED CAR)

OFFERING THE RIGHT RENTAL PRODUCT FOR DIFFERENT CUSTOMER NEEDS

FULLSIZE



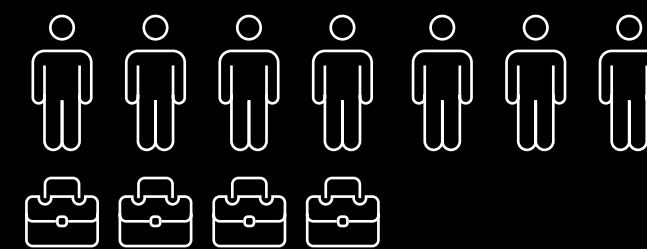
e.g. Chevrolet Impala,
Ford Taurus



PREMIUM



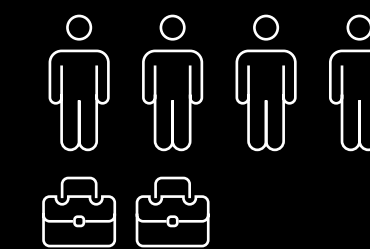
e.g. Toyota Prado,
GMC Yukon



LUXURY & EXTRAORDINARY



e.g. BMW 730, 2021



A black and white photograph of a woman wearing a white hijab and a dark, long-sleeved garment. She is smiling and pointing at a laptop screen. The laptop is on a counter, and another person's hand is visible near it. The background shows a modern office or car rental counter with large windows and a sign that says "SIXT".

SIXT *leasing*

YOUR NUMBER ONE CAR RENTAL SUPPLIER



We offer a whole range of Operating Lease vehicle options, from small sedan passenger vehicles to light duty commercial trucks and passenger buses.

THE ADVANTAGES OF OPERATING LEASE



Save up to 30% vs. Car ownership and short-term rental



Designated account Manager



Accommodating Different types of vehicle



Flexible business Terms



Fleet size More than 2500 Cars

SIXT OPERATING LEASE / RENTAL SERVICE FEATURES

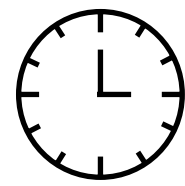
	INDIVIDUAL LEASING	OPERATING LEASE	SHORT TERM RENTAL
PERIOD	1-5 YEARS	1-5 YEARS	DAILY TO MONTHLY
TYPE OF CARS	PASSENGER AND COMMERCIAL CARS	PASSENGER AND COMMERCIAL CARS	PASSENGER CARS
BOOKING POINTS	BRANCHES AND HEAD OFFICE	HEAD OFFICE (CORPORATE SALES)	BRANCHES
FULLY INSURED VEHICLE IN KSA	✓	✓	✓
FULL GCC INSURANCE	✓	✓	✓
DOOR-TO-DOOR MAINTENANCE	FREE	FREE	FREE
DAMAGE MANAGEMENT	✓	✓	✓
FINE MANAGEMENT	✓	✓	✓
24/7-ASSISTANCE	✓	✓	✓
PRICE	SAVE UP TO 30%	SAVE UP TO 30%	COMPETITIVE MARKET PRICES



SIXT *limousine*
service

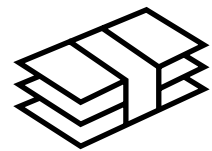
YOUR NUMBER ONE CHAUFFEUR SERVICE

LIMOUSINE SERVICE BENEFITS



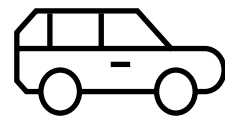
SCHEDULED OR ON-DEMAND BOOKINGS

You can book a car or limousine in advance or have a driver pick you up straight away. Choose the option which best suits your needs.



CASHLESS PAYMENT

Multiple payment options at the end of your ride. So there's no need to have cash on you to pay for your ride wherever you are.



CHOICE OF VEHICLES

We have a number of different booking classes to choose from. Whether you need a premium sedan or something more budget-friendly, SIXT has something for you.



SECURITY

All of SIXT's drivers are trained and licensed. We offer live tracking and provide you with the contact details of your driver in advance.



ALL IN ONE PLACE

You can keep track of all of your rides and rentals with SIXT in your customer account. It's possible to add a company profile to easily distinguish between business and private

SIXT LIMOUSINE - FLEET MIX

SIXTrent

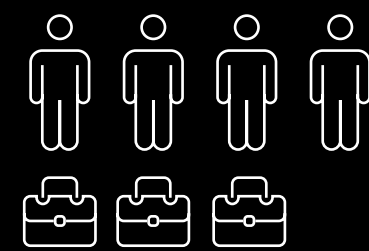
(PRE-BOOKED CHAUFFEUR SERVICES)

OFFERING EXCLUSIVE CHAUFFEUR SERVICE FOR DIFFERENT CUSTOMER NEEDS

STANDARD CLASS



e.g. Hyundai Sonata

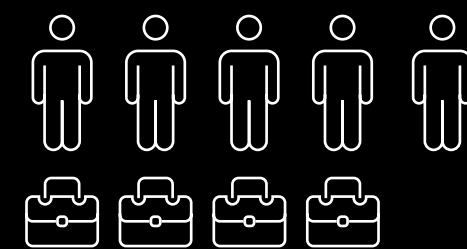


- ✓ Pre-booked
- ✓ On Demand
- ✓ Trained Chauffeurs

BUSINESS CLASS



e.g. Hyundai Genesis G90,
Chevrolet Tahoe, GMC Yukon

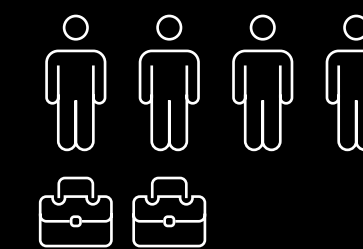


- ✓ Pre-booked
- ✓ On Demand
- ✓ Drivers in Business Attire
- ✓ Trained Chauffeurs

FIRST CLASS



e.g. BMW 730, 2021



- ✓ Pre-booked
- ✓ Extended Wheelbase
- ✓ Trained Chauffeurs
- ✓ Drivers in Business Attire



SIXT LIMO SERVICE FEATURES

	WALK IN LIMOUSINE	CORPORATE LIMOUSINE
PERIOD	PER TRIP / PER DAY	
TYPE OF CARS	PASSENGER	PASSENGER
BOOKING POINTS	CALL CENTER	HEAD OFFICE (CORPORATE SALES)
INSURED VEHICLES AND PASSENGERS	✓	✓
INTERNAL CITY / GCC TRIPS	✓	✓
DOOR TO DOOR SERVICE/ FLEXIBLE PICKUP LOCATION	✓	✓
1 SINGLE POINT OF CONTACT	✓	✓
DISPATCH, TRACK & MONITOR PASSENGERS	✓	✓
24/7-ASSISTANCE	✓	✓

DIGITAL SOLUTIONS

04





CUSTOMIZED CORPORATE LANDING PAGE

DEMO PAGE

EXCITEMENT IS OUR PROMISE!

DEAR SAUDI ARAMCO TRAVELLER, WELCOME TO SIXT!

GREAT VALUE FOR MONEY

High-quality cars and first class service at competitive prices.

PREMIUM CARS

Our fleet consists of the newest, high-spec vehicle models.

PREMIUM BRANDS

Our premium brands ensure driving pleasure with every rental.

ALL IN ONE SIXT APP

Use the SIXT app to book car rental, car sharing and taxi rides.

REGISTER HERE >


Set up your SIXT business profile to start using the wide range of SIXT mobility solutions at Saudi Aramco's special rates and settings.

BOOK NOW v

You've set up your SIXT business profile?
Make a booking at Saudi Aramco's special rates by using your SIXT business profile when searching for your offer.



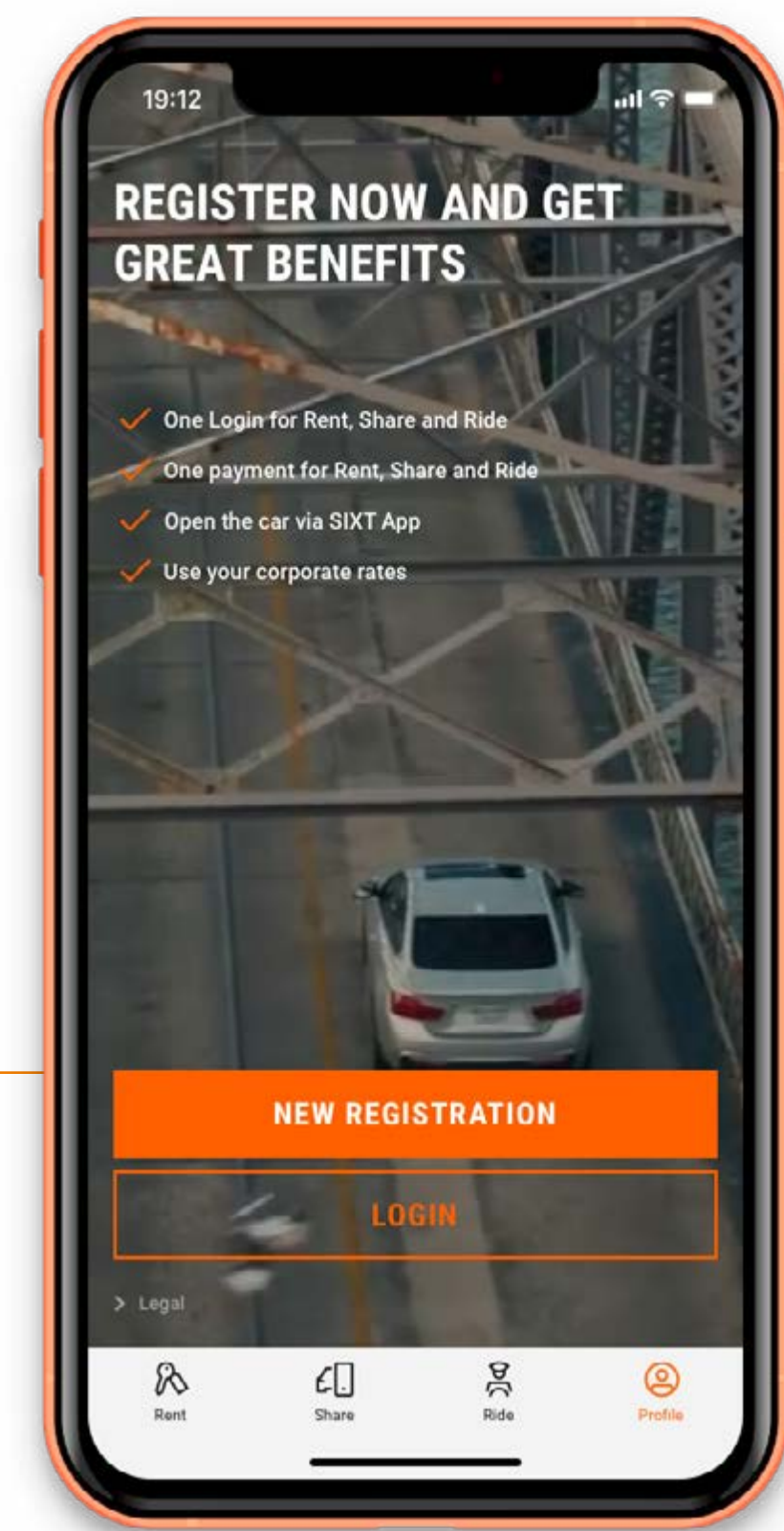
SIXT PRODUCT PORTFOLIO – THE FUTURE OF MOBILITY



**RENT?
RIDE?
ONE APP!**



PRE -BOOKED CAR & TRUCK RENTAL



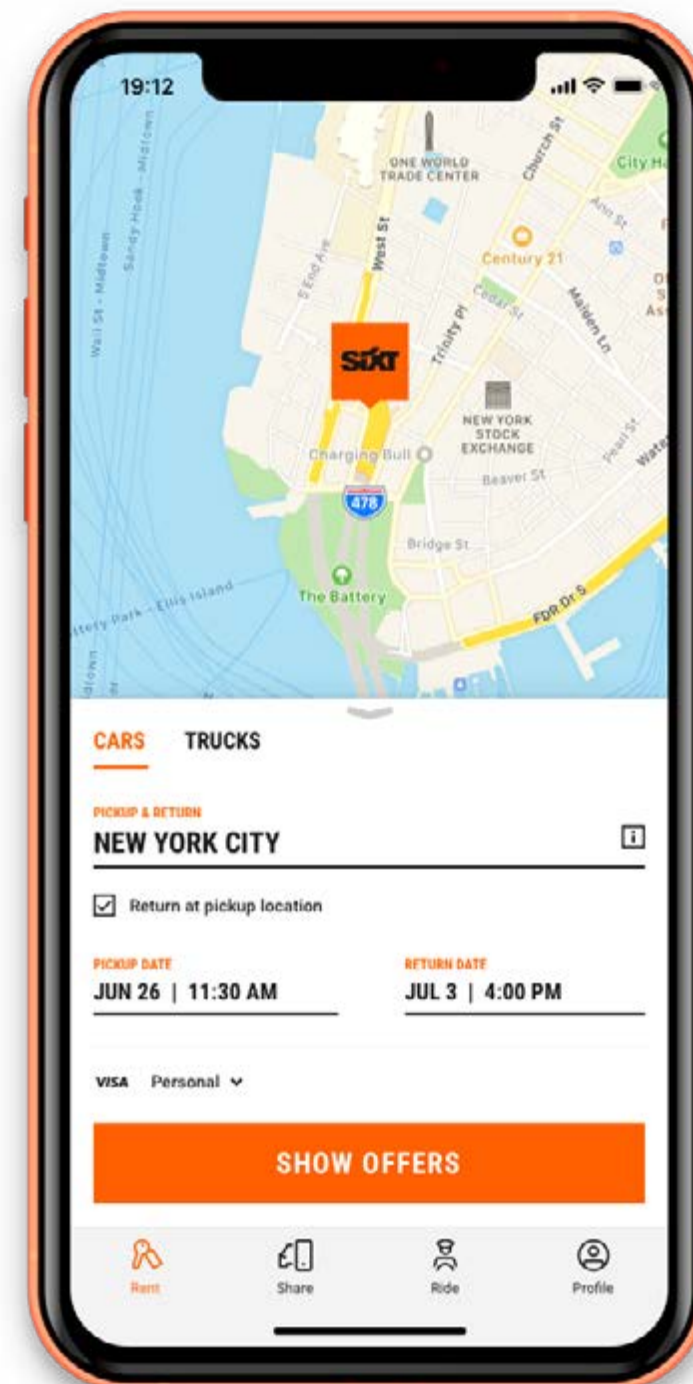
ON-DEMAND & PRE BOOKED RIDE HAILING



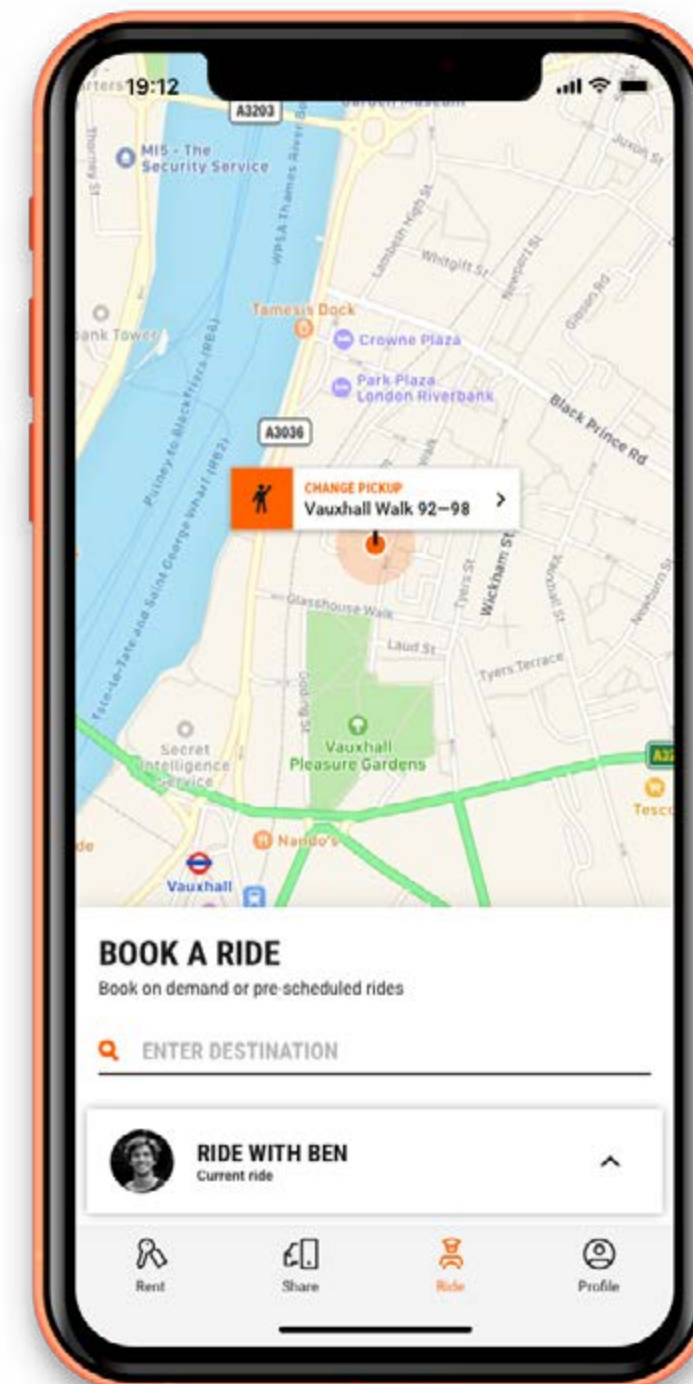
SIXT PRODUCT PORTFOLIO – THE FUTURE OF MOBILITY

AVAILABLE IN THE FOLLOWING CHANNELS: WEB, APP AND MANY MORE

SIXTrent

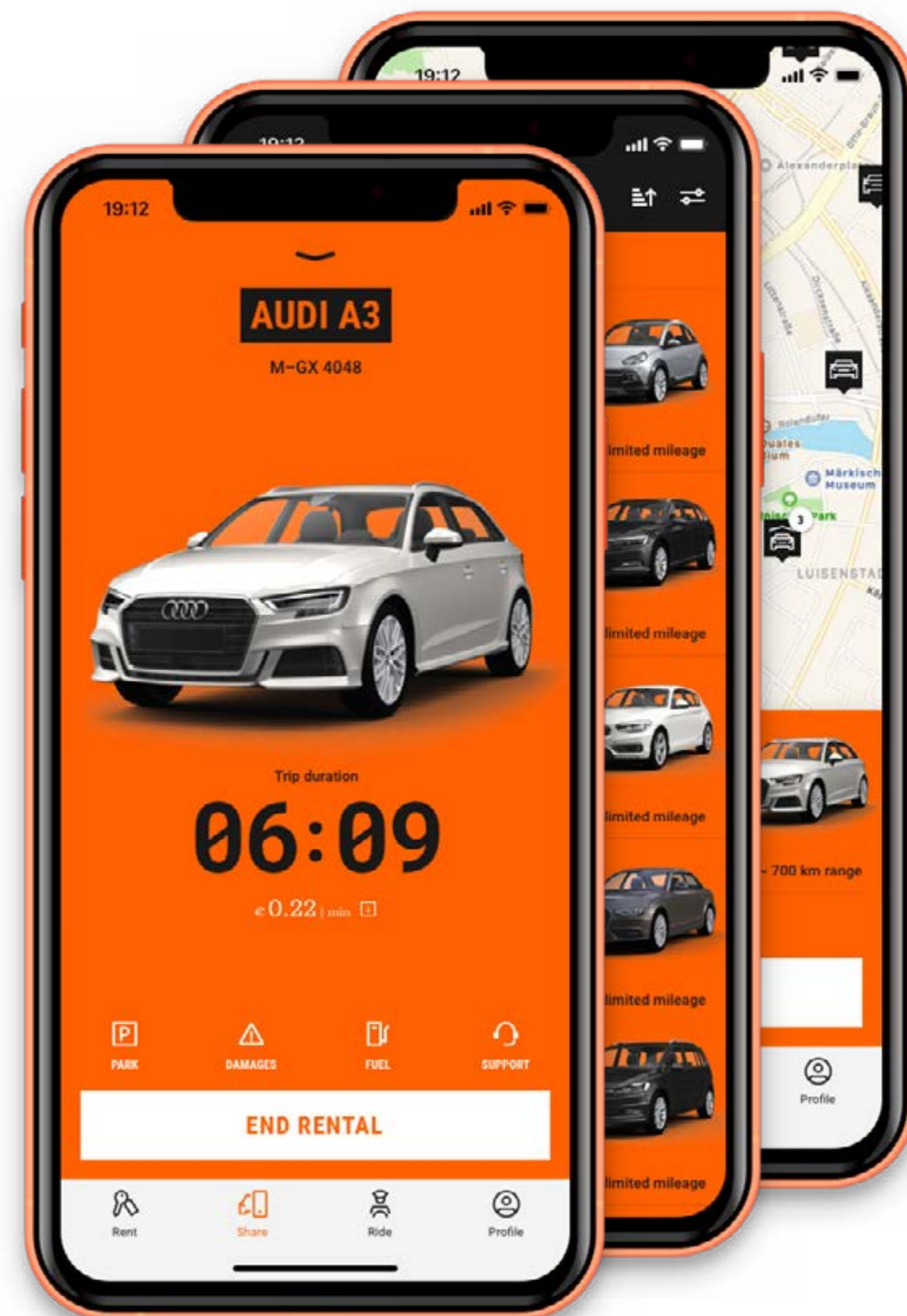


SIXTride



SIXT RENT – CAR RENTAL BECOMES DIGITAL

SIXTrent
(PRE BOOKED CAR)



FULLY DIGITALIZED CAR RENTAL

- Ability to connect corporate and private profiles
Possibility to store individually negotiated corporate rates
- Possibility to choose favorite vehicle within the app
- Customer can choose if he wants to use our service at the counter or proceed directly to the parking space
- Possibility to open the vehicle with the key or with the app, get in, and drive away
- Avoid paperwork
- Rental contract will be directly visible in the app

More and more
areas / vehicles
are being
connected to
this technology

SIXT RIDE – PLATFORM THAT OFFERS VARIOUS TRANSPORTATION OPTIONS

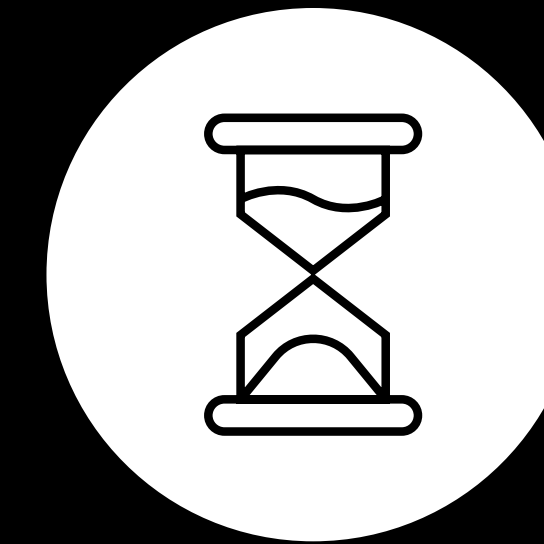
SIXTride

ON-DEMAND &
PRE-BOOKED RIDE HAILING



Pre-booked transfer

Perfect for airport pick-ups
Plannable transfers



On-demand transfer

Perfect for vip bookings
Short/long-distance trans

MORE EXCITEMENT

05



EVERYTHING IN ONE CARD - SIXT LOYALTY PROGRAM

Corporate SIXT Card:

- Central Billing (credit to the corporate account or corporate credit cards).
- Monthly invoice statement to corporate account.
- Sixt Corporate Card provides credit to corporate accounts.



	EXPRESS	GOLD	PLATINUM	DIAMOND
Qualification	1 rental per year	5 rentals per year	Total of 15 rentals only	By invitation only
Discount on SIXT rent a car	Dedicated discount through email	UP TO 10%	UP TO 15%	UP TO 20%
Discount on SIXT limousine Service & my Driver		UP TO 20%	UP TO 20%	UP TO 20%
Preferred Mobility		Sixt prioritize your reservation when calling up to 48 hours prior to your rental start	Sixt prioritize your reservation when calling up to 24 hours prior to your rental start	Sixt prioritize your reservation when calling up to 12 hours prior to your rental start
Collect airline miles, hotel points, and bonus points with participating partners	✓	✓	✓	✓
4-hour mobility guarantee in case of break down, when applicable	✓	✓	✓	✓
Preferred checkout and reduce wait times			✓	✓
Free upgrade to the next vehicle group			According to availability	Guaranteed
Exclusive access to diamond lounge				✓



Erich Sixt, CEO

**GOOD IS NOT
GOOD ENOUGH**

**WHEN BETTER IS
EXPECTED!**

E U R O P E

C O U N T R Y S P E C I F I C

SIXT
WORLD TRAVEL AWARDS 2018



Europe's Leading Business Car Rental Company



Germany's Leading Car Rental Company



Italy's Leading Car Rental Company



France's Leading Car Rental Company



Spain's Leading Car Rental Company



Europe's Leading Luxury Car Rental Company



Austria's Leading Car Rental Company



Luxembourg's Leading Car Rental Company



Scotland's Leading Car Rental Company



Germany's Leading Chauffeur Company



Europe's Leading Chauffeur Company



England's Leading Car Rental Company



Netherlands' Leading Car Rental Company



Switzerland's Leading Car Rental Company



Austria's Leading Chauffeur Company

