

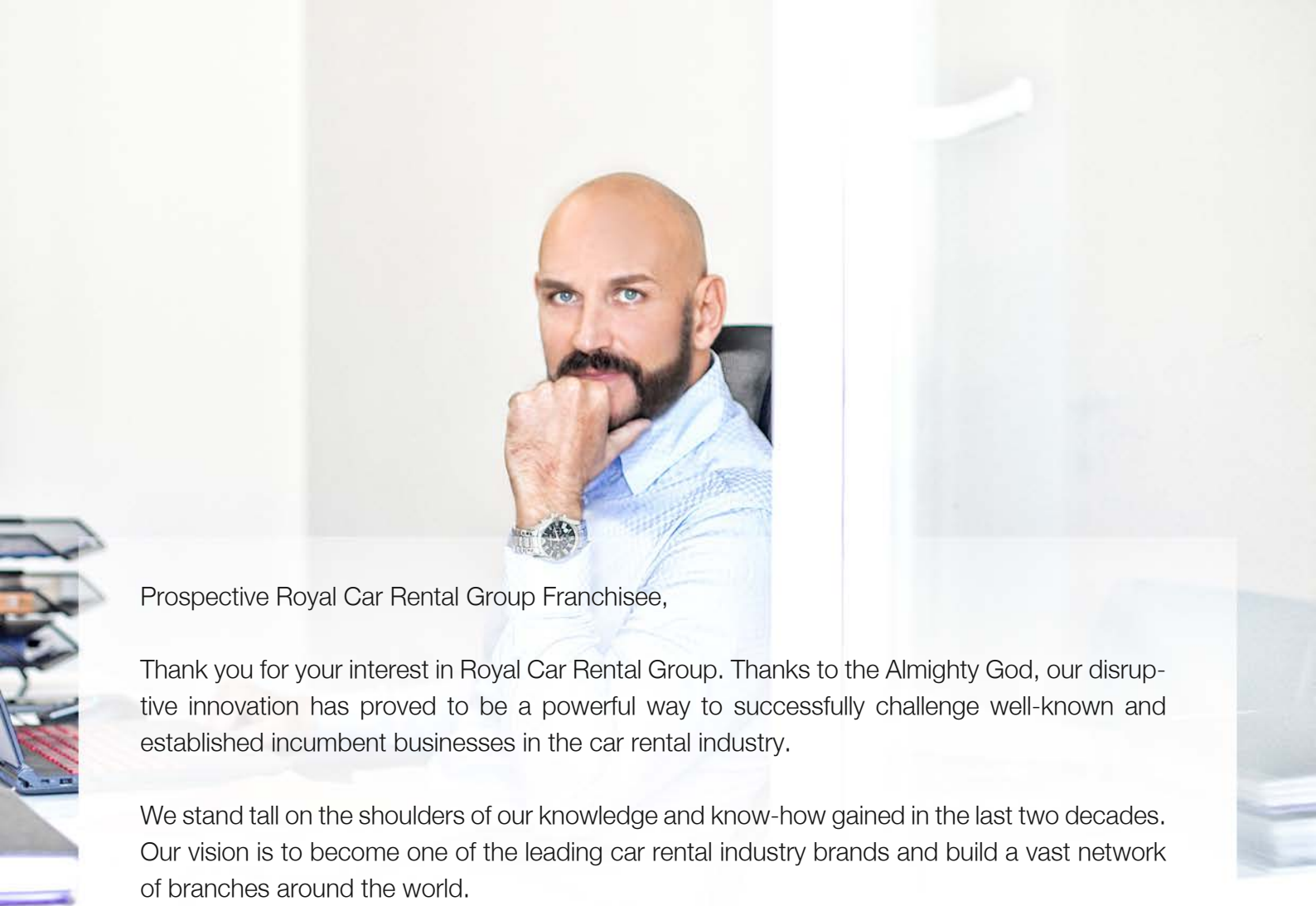
Royal Car Rental Group

Franchise Opportunity



2023

Royal Brand, Royal Services!



Prospective Royal Car Rental Group Franchisee,

Thank you for your interest in Royal Car Rental Group. Thanks to the Almighty God, our disruptive innovation has proved to be a powerful way to successfully challenge well-known and established incumbent businesses in the car rental industry.

We stand tall on the shoulders of our knowledge and know-how gained in the last two decades. Our vision is to become one of the leading car rental industry brands and build a vast network of branches around the world.

As a Royal Car Rental Group franchisee, you will have access to the unmatched resources of our system: innovative IT solutions, customized websites visible in Google SERP (Search Engine Results Page), carefully targeted leads every day, and expert support and consulting in marketing, sales, operations, HR, and finance. There is also extensive training to give you a strong foundation to drive sales, guest counts, and cash flow.

As you will see throughout this brochure, franchisees are the key factor to our brand. We are trying to find franchisees who are willing to be involved in every aspect of the car rental business, have excellent interpersonal skills, and are heavily involved in their community.

We believe our franchise model, know-how, and innovative technology are among the best in the world and can reap many rewards for those willing to put in the work. I hope you will enjoy reading more about our Royal Car Rental Group and exploring what it takes to build your future with us.

I wish you all the best as you pursue a Royal Car Rental Group franchise.

Boris Knezevic

CEO, Royal Car Rental Group



About Us

Royal Car Rental Group

The brand, Royal Car Rental Group, was established by Studio 77, a renowned world-class consulting and marketing agency from Serbia. For over 20 years, Studio 77 has been focusing on one thing: helping businesses achieve their financial goals.

As a result, Studio 77 has driven over €350 million in sales and over 7 million leads for our business partners. We've been in business in more than 50 countries, and our portfolio includes such clients as Pizza Hut, Mercedes, Opel, Fiat, Renault, Nissan, Dacia, Hyundai, Freyssinet, etc.

We know that hitting these goals is what moves businesses forward, and we believe that our business partners' success is the best measure of our performance. Our team is made up of award-winning marketers, business consultants, professors, designers, and developers, and we know what it takes to get real results online.

Our know-how and gained indigenous knowledge in business, marketing, and sales are central to our group and revenue growth. They make a major contribution to our competitive advantage and the future development of our activities worldwide.

Royal Car Rental Group is the fastest-growing car rental group in Europe, the Balkan peninsula, and the Middle East.



Our Vision

... is to become one of the leading brands in the car rental industry

Our vision is to become the most customer-centric company in the car rental industry. We will be persistent in building strong relationships with our customers and business partners.

We will be constantly focusing on innovation and the delivery of simple, high-quality services to our customers.

We are convinced that we need to innovate and control the high technology behind our services and to participate only in markets where we can make a significant contribution.

We don't settle for anything less than excellence in every branch office and group in the company. We dare to admit when and if we are wrong, and we dare to change.

We strive to create local opportunities, competitive advantage, growth, and impact in every branch office around the world.

Our strategy is to build best-in-class IT platforms that will enable us to be productive and deliver carefully customized services.



Innovations and Know-How

Thanks to the God we always innovate our businesses

Our strategic plan, unveiled in January 2022, focuses on the group's service leadership and the unique advantages of our knowledge and know-how in the business, marketing, and sales area.

Innovation is in our genes, and information technology is at the heart of our strategy. To continually better meet our customer's needs, we constantly innovate and improve our IT solutions.

Royal Car Rental Group is working on three major areas of innovation to develop the best car rental service of the future. These strategic areas, which are critical to revolutionizing the industry, are as follows:

- development of new IT solutions and business platforms
- expanding car rental branch offices
- developing new car rental services

To innovate, expand, develop and test these three strategic areas and services better, Royal Car Rental Group relies on unique business and marketing know-how synergies and seeks outside talent, as well.

The business knowledge and know-how we generated over the decades in business worldwide, gave us a serious competitive advantage over other companies in the industry, especially rivals.

Our World

We are the fastest growing car rental group in the SEE and Middle East.



3

years operating

8

countries

17

branch offices

We are a fast-growing car rental group with the ambition to become a worldwide leader. It doesn't matter where you are located, there will always be a convenient Royal Car Rental Group branch nearby to help you continue your journey.





Our Branch-Offices

Welcome to our branch offices in Europe and Middle East

Europe

- Serbia
- Croatia
- Bosnia and Herzegovina
- Montenegro
- North Macedonia
- Albania
- Bulgaria

Branch Offices

- Belgrade
- Niš
- Novi Sad
- Kraljevo
- Zagreb
- Split
- Sarajevo
- Banja Luka
- Podgorica
- Tivat
- Budva
- Skopje
- Tirana
- Sofia

Asia

- UAE

Branch Offices

- Dubai
- Abu Dhabi



Winning Formula

Want to become our franchisee? You want to join our family?

Do you want to boost your car rental business? You are in the right place, at the right time. We know our winning formula.

We are sure we could help you to create the ideal environment for franchisees to succeed.

Running a Royal Car Rental Group franchise is a once-in-a-lifetime experience and opportunity. We couldn't be more proud of the leadership our franchisees demonstrate every day in all countries we are present.

It takes great knowledge, heart, soul, and a genuine commitment to the partners and customers we serve.

Royal Car Rental Group created an innovative business model for open-minded individuals willing to establish a proven framework for success.

Our resources are unmatched in the car rental industry, and our franchise model is the best in the world. We offer:

- Unique business strategy
- Proven business model
- Innovations in business
- Business focused on future
- Fast-growing global brand
- World-class training
- Strong legacy



Want to become our franchisee? Do you want to join our family?

Royal Car Rental Group is always looking for new franchisees ready to embrace our winning culture and commitment to superior car rental services.

Join Us on the Journey

Contact us. Let's talk.

To become a Royal Car Rental Group franchisee is to be part of something special and unique.

It is being part of a network whose sole focus is to help you succeed in delivering customized, dedicated, high-quality services for each customer in the car rental branch offices, every single day.

Royal Car Rental Group - The brand you can trust!





Europe | SEE | Middle East

Do you need additional information about our franchise? Contact us now!