

***National Association of the Car Rental, Sharing  
Mobility and Automotive Digital Industry***



**ANIASA**

## WHO WE ARE



### ABOUT US

ANIASA – National Association of the Car Rental, Sharing Mobility and Automotive Digital Industry is the association established in 1965 which represents the companies that provide mobility services in the Confindustria system

The companies represented by ANIASA carry out the following activities:

- Short-term hire, aimed at Italian and overseas customers mainly for tourism and business needs
- Long-term hire, intended essentially for mobility needs in the business world
- Corporate fleet management
- Hire of industrial vehicles, of great interest for the various modes of transport Services connected to the use of hire vehicles
- Services linked to breakdown services and mobility assistance.



### ANIASA'S ACTIVITIES:

- Collecting and processing data to monitor the car hire market
- Promoting and managing relations with Italian and EU legislative bodies for the development and adequate regulation of the market
- Signing the National Collective Labour Agreement of the sector and developing trade union policy guidelines for companies, offering also all kinds of assistance
- Protecting the economic and tax interests of its members, providing assistance, information and consulting on the application of the reference legislation and all strategic and managerial aspects of company life
- Promoting media relation activities, public relations and operations that help to spread the culture of vehicle hire.



## THE NUMBERS OF PAY-PER-USE MOBILITY IN ITALY



**CIRCULATING FLEET**

**1,3 MILLION**

**KM TRAVELLED/YEAR**

**30 BILLION**

**ITALIAN MARKET SHARE**

**33%**

**OVERALL TURNOVER**

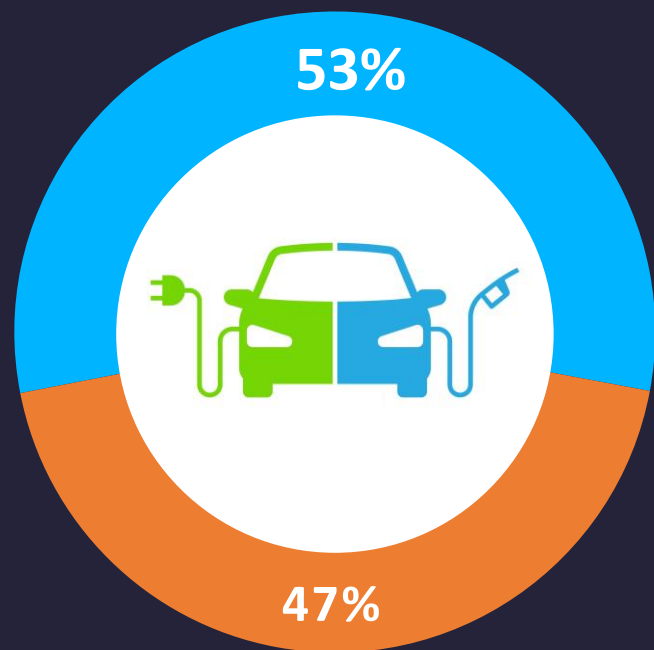
**14 BILLION**

**NO. OF VEHICLES REGISTRED**

**525.000**



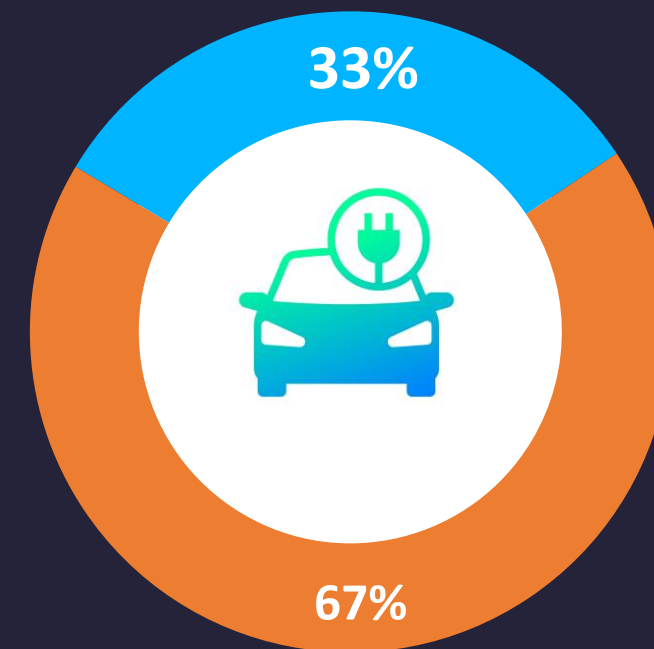
# GREEN VEHICLES REGISTRATIONS



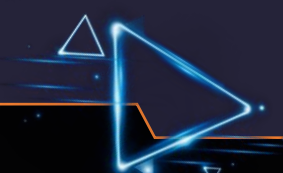
**PLUG IN - HYBRID**



**RENTAL VEHICLE AND CAR SHARING LEAD THE ECOLOGICAL TRANSITION OF ITALIAN MOBILITY**



**ELECTRIC**



The principal topics and issues of key importance for the sector are analysed and examined in depth through consulting work groups made up of experts chosen by the members.

- Tax legislation
- Transport and mobility
- Trade union relations
- Relations with local councils and other local authorities
- Safety
- Insurance problems



# ANIASA'S PARTNER



## Short Term


## Long Term


## Car Sharing

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## Automotive Service


## Digital Automotive




# General Council



President  
**Alberto Viano**  
*UnipolRental*



**Massimiliano Archiapatti**  
*Hertz*



**Philippe Valigny**  
*Ayvens*



**Dario Casiraghi**  
*Arval*



**Roberto Moneda**  
*Texa*



**Gianluca Testa**  
*Avis Budget*



**Enrico Colombo**  
*Aci Global Servizi*



**Mario Ferro**  
*Enjoy*



**Italo Folonari**  
*Mercury*



**Stefano Gargiulo**  
*Europcar*



**Mario Tavazza**  
*Locauto*





ANIASA and its members undertake to be transparent in their application of and respect for models of behaviour based on autonomy, integrity and ethics and to take action with a view to pursuing together the wider aims of progress and development, in full compliance with the rules of fair competition.

Since 2012, the members have adopted Codes of Conduct indicating the rights and duties that must be accepted for membership of ANIASA.

Ethics, transparency and honesty in all stages of the hire process are basic elements of these Codes. As a member of Confindustria, ANIASA adopts its Code of Ethics and Charter of Values, which form integral parts of their articles of association, on which it bases its ethical principles, organisational methods and associational behaviour