



SIXT LETS NEW YORK'S TIMES SQUARE SHINE IN ORANGE

Having already seen remarkable growth in the U.S., SIXT is working towards further expansion

Fort Lauderdale, FL (JANUARY 13, 2023) – Beginning this week, as part of SIXT's current U.S. brand campaign, entitled "[Rent THE Car](#)", the global mobility provider is tinting New York's Times Square with a bright orange glow. For the next six weeks, locals and visitors of this popular tourist area will not be able to miss the attention-grabbing billboards painted in SIXT's corporate colors and exclusively featuring BMW vehicles as one of SIXT's important OEM partners.

Konstantin Sixt, CEO at SIXT: "Looking at Times Square shining in orange is a testament to what our U.S. team has achieved. SIXT has significantly improved its footprint in the U.S. and our brand campaign is a sign of our strong ambitions, always in the name of providing the best possible experience to our customers."

Facilitating further growth, the [current brand campaign which launched in December](#) shows how SIXT is challenging the "a" in the "Rent-A-Car" category by being the first "Rent THE Car" brand. The ads demonstrate how SIXT is different: Exciting its customers with a first-class rental experience and offering a large premium fleet.

New York City's Times Square is one of the world's most visited locations, with nearly 360,000 daily visitors during a typical year. Located on the busy corner of 7th Avenue and 42nd Street, the SIXT billboards wrap the entire width of the building in an impressive and eye-catching display. The brand's prominent presence in the heart of New York City is a prime example of the company's goal to revolutionize the mobility industry through continuous innovation driven by enriching the customer experience.

Only 12 years after SIXT has expanded its business to the U.S, the country is now the largest individual market for SIXT. The company operates 98 rental stations in 22 states and has around 1,200 employees. It now serves 38 of the country's 50 biggest airport markets and increased turnover in the U.S. by more than 60 percent in the first 9 months of 2022. SIXT plans to continue its expansion and bring its premium product and customer service to travelers throughout the country.

To learn more please visit www.sixt.com.

About SIXT

Sixt SE, with its registered office in Pullach near Munich, is a leading international provider of high-quality mobility services. With its products [SIXT rent](#), [SIXT share](#), [SIXT ride](#) and [SIXT+](#) on the mobility platform ONE the company offers a uniquely integrated premium mobility service across the fields of vehicle and commercial vehicle rental, car sharing, ride hailing and car subscriptions. The products can be booked through the SIXT app, which also integrates the services of its renowned mobility partners. SIXT has a presence in more than 100 countries around the globe. The company stands for consistent customer orientation, a lived culture of innovation with strong technological competence, a high proportion of premium vehicles in the fleet and an attractive price-performance ratio. In 2021 SIXT achieved significant market share gains as well as a new record result, amounting to revenues of EUR 2.28 billion and earnings before taxes of EUR 442.2 million – despite the ongoing COVID-19 pandemic since 2020. In the decade before, from 2009 to 2019, the SIXT Group doubled its revenues. Sixt SE is the parent company of the Group and has been listed on the Frankfurt stock exchange since 1986 (ISIN ordinary share: DE0007231326, ISIN preference share: DE0007231334).
<https://about.sixt.com>

CONTACT

Alison Brod Marketing + Communications

SIXT@abmc-us.com