



Press release

SIXT at ITB 2023: Visitors experience the "World of SIXT"

- **SIXT at ITB comeback with booth in Hall 9**
- **Focus on sustainable mobility: keynote on CO2 reduction in business travel**

Pullach, March 3, 2023 - SIXT will be one of the exhibitors at the tourism trade fair ITB Berlin (Internationale Tourismus Börse) from **March 7 to 9**. After a break of several years due to the pandemic, the ITB returns as live event. The international mobility service provider will present itself and its diverse offerings in **Hall 9, Booth 121**.

As cooperations within the tourism industry are central to a seamless travel experience for customers, the SIXT booth will feature a dedicated area focusing on hotel and airline partnerships. In addition, young talents as well as experienced professionals will find information on exciting career opportunities with the mobility service provider. A special highlight: SIXT is operating its own rental car branch at its booth for the ITB only, so visitors can book vehicles directly on site.

Regine Sixt, Senior Executive President International Marketing Sixt SE: "It is great to see that ITB is finally back. As usual, together with SIXT executives from 70 countries we are welcoming our customers to our booth. As one of the leading travel trade shows, ITB offers us the opportunity to introduce our integrated and sustainable mobility offerings to trade visitors and to meet with our global partners. Visitors can experience what will shape the travel and mobility industry in the years to come."

Sustainable business travel

In addition to its own presence, SIXT will also be represented at the booth of the **German Travel Management Association VDR (Hall 3.1, Booth 113)**. At the booth everything revolves around aspects such as sustainability, e-mobility or digitalization, which are increasingly coming more and more into focus in business travel.

Luis Roever, Executive Director E-Mobility at SIXT, will be a guest at the ITB Business Travel Track, which is hosted by VDR. In his presentation on March 8, starting at 12:30 p.m., Roever will provide insights into how companies can make their business travel as climate-friendly as possible. SIXT supports companies as a partner for sustainable employee mobility.

In addition, SIXT is a partner as well as co-exhibitor at the **German National Tourist Board (Hall 27, Booth 200)**. With its high-quality mobility offers, SIXT connects travelers in Germany with the rest of the tourism industry, such as hotels. Customers can rely on the usual first-class service as well as the premium fleet.

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 2022, according to preliminary figures, the Sixt Group achieved a record consolidated pre-tax earnings of EUR 550 million and a significant increase in consolidated revenues to EUR 3.07 billion. Sixt SE has been listed on the Frankfurt stock exchange since 1986 (ISIN ordinary share: DE0007231326, ISIN preference share: DE0007231334).

<https://about.sixt.com>

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