



PRESS RELEASE

“Great Emotions”: SIXT presents new TV commercials

- SIXT's new campaign will be aired on TV in Germany, Belgium, and France from September.
- In the TV commercials, SIXT focuses on storytelling, showcasing the emotions a rental car can evoke.
- New Out-of-Home installations visible from September in downtown Munich, Berlin, and Hamburg.
- Eliah Werner, Head of Brand & Creation at SIXT: “The campaign reflects SIXT's refined brand character: Bold, Fun, Premium.”

Pullach, September 4, 2023 – With a new integrated campaign, SIXT demonstrates the range of emotions a rental car can stir up – both personally and professionally. At the heart of this are four distinct TV commercials, airing the week of September 4, 2023, in Germany and Belgium, and from mid-September in France. Each TV spot tells its own compelling story: From a surprising family convertible road trip (“Road Trip”) to the magnetic allure of a rental car (“Birds”), or Tom meeting his in-laws for the first time (“Sparks”). The “Hot Dog” spot humorously suggests that a rental car might even inspire one to speed up their lunch break. The message of these four commercials is that ‘Great Emotions’ arise with a SIXT rental car. This is also the title of the campaign, which will run until the end of October 2023.

Eliah Werner, Head of Brand & Creation at SIXT: *“SIXT stands for emotions. For this, inspiring stories and strong images are crucial. We show this very clearly in the current campaign. A distinctive visual language is one of the most important tools for us to differentiate ourselves in the market and competition - and to inspire customers for SIXT again and again. The campaign also reflects the refined brand character of SIXT: Bold, Fun, Premium.”*

With this integrated campaign, SIXT aims to appeal more to Generation Z, Millennials, and women – and inspire them to rent with SIXT. This is evident through the increased use of video content, the scenarios in the TV commercials and the headlines on banners and posters. These Out-of-Home installations at airports and downtown areas in all three countries draw attention to SIXT's rental car offerings – with BMW as the exclusive partner of the campaign.

The broader target audience approach is also supported by the brand's revamped appearance, which SIXT introduced in May 2023. With this modernization, SIXT aims to enhance and sharpen the brand's profile, especially among a young, digitally savvy, and international audience. The premium experience that SIXT represents is also more prominently featured in brand communication. After the "Mieten Sie Elektromobilität" ("Rent Electromobility") campaign in May 2023, "Great Emotions" is the next step in positioning SIXT with a fresh look and feel. The campaign was conceptualized and implemented in collaboration with the agency Jung von Matt HAMBURG.

Benedict Becker (Creative Director at Jung von Matt HAMBURG): *"It's wonderful to see that many months of intensive brand work are now coming to life at the European level. What was particularly exciting about 'Große Gefühle' was finding out how the SIXT brand, which has extremely high brand recognition in Germany, is appearing for the first time in a unified manner across multiple European countries through an integrated campaign."*

Campaign with two main themes

The "Great Emotions" campaign revolves around two main themes. In the "Summer" context, premium BMW vehicles from the convertible, electric vehicles (EVs) and SUV categories are highlighted, suitable for summer vacations and short trips. Due to the varying summer vacation schedules in Germany, the campaign rollout started in July 2023 - with installations at airports in Munich, Düsseldorf, Berlin, Hamburg, and Frankfurt. Since August, the campaign motifs have also been digitally visible, for example, on SIXT's social media channels.

From September, SIXT is spotlighting premium BMW vehicles from the SUV and luxury categories, ideal for business or city trips. This part of the campaign is accompanied by large-scale (digital) Out-of-Home installations in the downtown areas of Munich, Berlin, and Hamburg. The TV commercials encompass both main themes, providing a comprehensive conclusion to the "Great Emotions" campaign.

Responsible for the campaign at **SIXT** are Paulina Finke (Head of Campaign Development) and Sonja Magnus (Head of Brand Communication & Media). At **Jung von Matt HAMBURG**, Benedict Becker (Creative Director), Marian Schütt (Principle Creative Art), and Simeona Schütz (Senior Project Manager) are involved in the campaign.

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 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).

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