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**Carrentals.co.uk Voted Best Car Hire Website in Travolution Awards**

*Independent Travel Experts Vote Comparison Site Carrentals.co.uk Best in the Market*

/24-7PressRelease/ - April 30, 2008 - Price comparator Carrentals.co.uk has been voted Best Car Hire Website at the 2008 Travolution Awards, held at the Royal Garden Hotel, London, on 24 April.

Over 250 entries were received from across the online travel industry for this year's prestigious Travolution Awards, which recognise the best online travel businesses.

A panel of independent experts judged entrants, based on excellence, innovation and growth, saying that: "Carrentals wins through its convenience and breadth of choice, combining user-friendliness and a low-fuss interface."

Carrentals.co.uk, which compares prices from up to 50 of the leading car hire companies, beat companies including Budget, Holiday Autos and National to win the Best Car Hire Website award for the first time.

Doug Scott, Online Strategy Director of Carrentals.co.uk, said: "We are very proud to have won this award, which recognises the best of a growing number of online travel companies. Over the last five years we have worked to develop a service that offers the broadest and fairest comparison of car hire prices for both suppliers and consumers.

"As a result our business has increased three-fold over the last year, and combined with our focus on continually enhancing the customer experience we will continue to develop the site to maintain its position at the top of the online car hire market."

Companies compared on the Carrentals.co.uk site include Ebookers, Holiday Autos, Opodo, EasyCar, Budget and their own Carrentals.co.uk prices. Visitors to the site can search and compare the best deals, before transferring to the supplier's site to make their booking.

For more information visit [www.carrentals.co.uk](http://www.carrentals.co.uk).  
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**About Carrentals.co.uk**

Carrentals.co.uk was launched in February 2003 and grew to become one of the UK's leading online car hire companies by 2006.

In 2007 the company re-launched its site to create the first major online price comparator in the travel industry. Using the latest technology the new Carrentals.co.uk site now searches up to 50 different car hire websites, providing an impartial comparison of the best prices available.

Websites searched include Budget, Thrifty, Sixt, Holiday Autos, Opodo, Ebookers, Carrentals.co.uk and EasyCar, with the Carrentals.co.uk site quickly comparing prices and allowing customers to refine their search by car type.

The Carrentals.co.uk site also features over 6,000 links to useful tourist information sites, plus over 2,700 pages of travel information in a mini-guide format.

In 2008 Carrentals.co.uk was voted Best Car Hire Website in the Travolution Awards. To book or for further information visit [www.carrentals.co.uk](http://www.carrentals.co.uk)