**SelfDrive.ae goes live with 2000 cars in UAE**

***Becomes first Indian car rental company to make overseas foray***

**Pune, September 9, 2017**: India’s SelfDrive.in announced the launch of Selfdfrive.ae, across 7 emirates in UAE. With this expansion, SelfDrive.in becomes the first Indian self-drive car rental company to kick-start operations outside of India with a fleet of 2000 cars across UAE andexpanding to the neighbouring countries covering the major GCC region.

The company has launched the service with a fleet of 2000 cars with an option to select from over 35 different car models and aim to serve a wide section of customers with Introducing of Services like “Express Booking” for Quick Reservation with rentals starting from AED 49 perday, “Micro Lease” for On Demand Short Term Rentals with a Launch pricing starting at AED 999 per month and “One Way Rentals” allowing clients to rent cars oneway between emirates like Abu Dhabi and Dubai.

Elaborating on the scope of business in the UAE, **Soham Shah, Founder & Director, Pinewoods Technology Services Dubai (holding company of selfdrive.ae)**, said, **“*UAE is an extremely mature market with a high potential of on demand Self Drive rent-a-car and leasing. The company also has plans to aggressively Invest in Future Driven “Smart Mass Mobility Technology” platform (SMMT) which is also in line with the Dubai Smart City Vision that Incorporates Electric cars for clean energy driven smart cities and Self driving cars for safer passenger transportation*.”**

On the occasion of the launch, **Ashish Nanda, Senior General Manager, Shift Leasing,**said, ***“In line with Dubai’s Smart City strategy and The Dubai Happiness Agenda, we have partnered with SelfDrive.ae that integrates high end technology via Web, App & PWA (that allows the user to reserve the car via mobile/tablets without having to download the app). The launch of https://www.selfdrive.ae/, addresses customers’ need for on demand transportation which compliments future ready Infrastructure and Seamless Ground Operations across UAE.”***

The introduction of SelfDrive.ae in the market comes at a time where the car rental share in the UAE is the second largest within the Middle East region. Initially driven by on-airport car rental services, the rise of business travel in the UAE has seen an increase in short term and long term car rentals in the country. SelfDrive.ae provides flexible rental hire options, which include Daily to Yearly lease agreements.

**About “SelfDrive”**

The Parent Company SelfDrive.In is India’s *pioneer* in the self-drive car rental space. It is a 100 percent owned subsidiary of PINEWOODS SERVICE CORPORATION, India’s leading Corporate Car Leasing and Car Rental Company. The company was incorporated in the FY 2005 and focuses on Innovative business model of allowing its customer to rent cars on demand with operations in India across metros.

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