

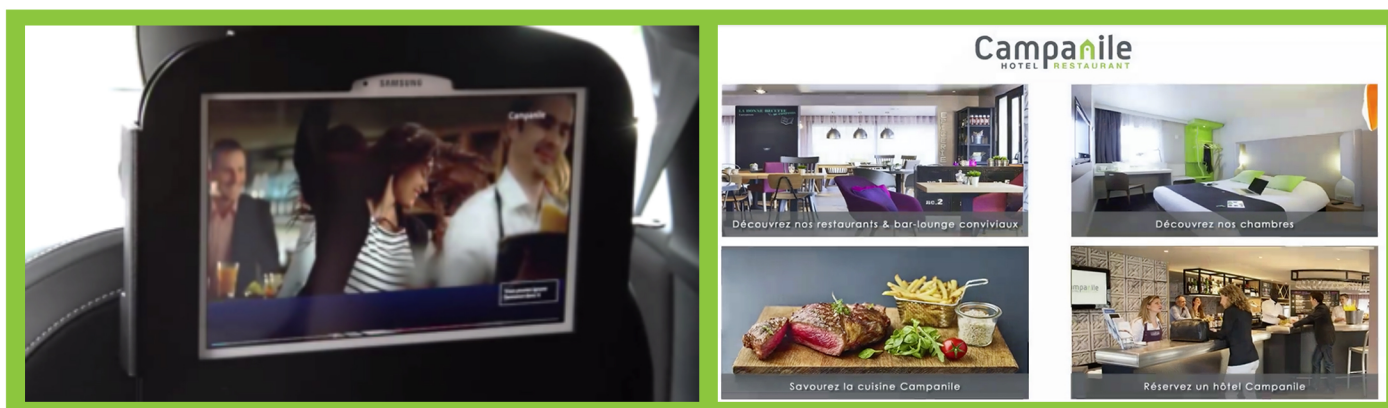
## IN FRANCE, **CAMPANILE** INVITES CHAUFFEUR-DRIVEN CAR AND PREMIUM TAXI USERS INTO ITS BRAND UNIVERSE VIA 1020 IN-VEHICLE SCREENS

Starting September 6, 2016, the **CAMPANILE** hotel & restaurants are launching an innovative campaign in France using 4G interactive screens installed in chauffeur-driven cars and Premium Taxis. This campaign was developed in partnership with the Rider Adgency, specialized in "on board" advertising space.

**CAMPANILE** aims to boost brand awareness via an in-vehicle application that invites travellers into the brand's convivial universe. Immersive videos feature the various food service concepts as well as in-room services at the Campanile's network of over 320 hotels and restaurants. Travellers can even book a room or table!

This **CAMPANILE** advertising campaign will be launched in Paris and other major French cities via 1020 connected screens, reinforcing brand communication targeting business travellers.

This partnership will enable the **CAMPANILE** brand to consolidate its positioning by giving digital a prominent place in its brand strategy.



## About Louvre Hotels Group

**Louvre Hotels**  
GROUP

Louvre Hotels Group is a major player in the global hotel industry, currently boasting 1,188 hotels for a total capacity of nearly 100,000 guest rooms in 50 countries. It features a comprehensive hotel offer ranging from 1- to 5-star and including 6 brands: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip et Royal Tulip. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of China's largest tourist and travel conglomerates. Jin Jiang is the 5th largest hotel group in the world.

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