



PRESS RELEASE

Easirent Rebrands to DriveMore.com

Fort Lauderdale, August 5th, 2026

Easirent, the fast growing airport focused car rental operator with locations across the United States and the Republic of Ireland, today announced the launch of its new digital identity: **DriveMore.com**. The rebrand marks a significant step in the company's evolution as it expands its technology capabilities, modernizes its customer experience, and positions itself for continued growth in key airport markets.

DriveMore.com will serve as the company's new digital platform, offering a streamlined booking journey, clearer pricing, and enhanced tools designed to give travelers more control, more choice, and more convenience. While the name is new, the business remains the same: the same fleet, the same teams, and the same commitment to value driven, transparent car rental.

"DriveMore represents the next chapter in our mission to make airport car rental faster, easier, and more customer focused," said a company spokesperson. "This rebrand reflects how our business has grown and how our technology has advanced. Customers will still recognize the service they trust — now delivered through a smarter, more intuitive platform."

The transition from Easirent.com to DriveMore.com will roll out across all digital channels, marketing materials, and U.S. airport locations over the coming months. Existing bookings remain fully valid, and customers can continue to manage reservations seamlessly through both the Easirent.com website and the new DriveMore.com website, when launched.

DriveMore.com signals a refreshed brand built around movement, simplicity, and customer empowerment — a name that captures exactly what travelers want: to drive more, at unbeatable value, across convenient & popular destinations.

More information will be published in the coming weeks, both here and on our social media channels.