

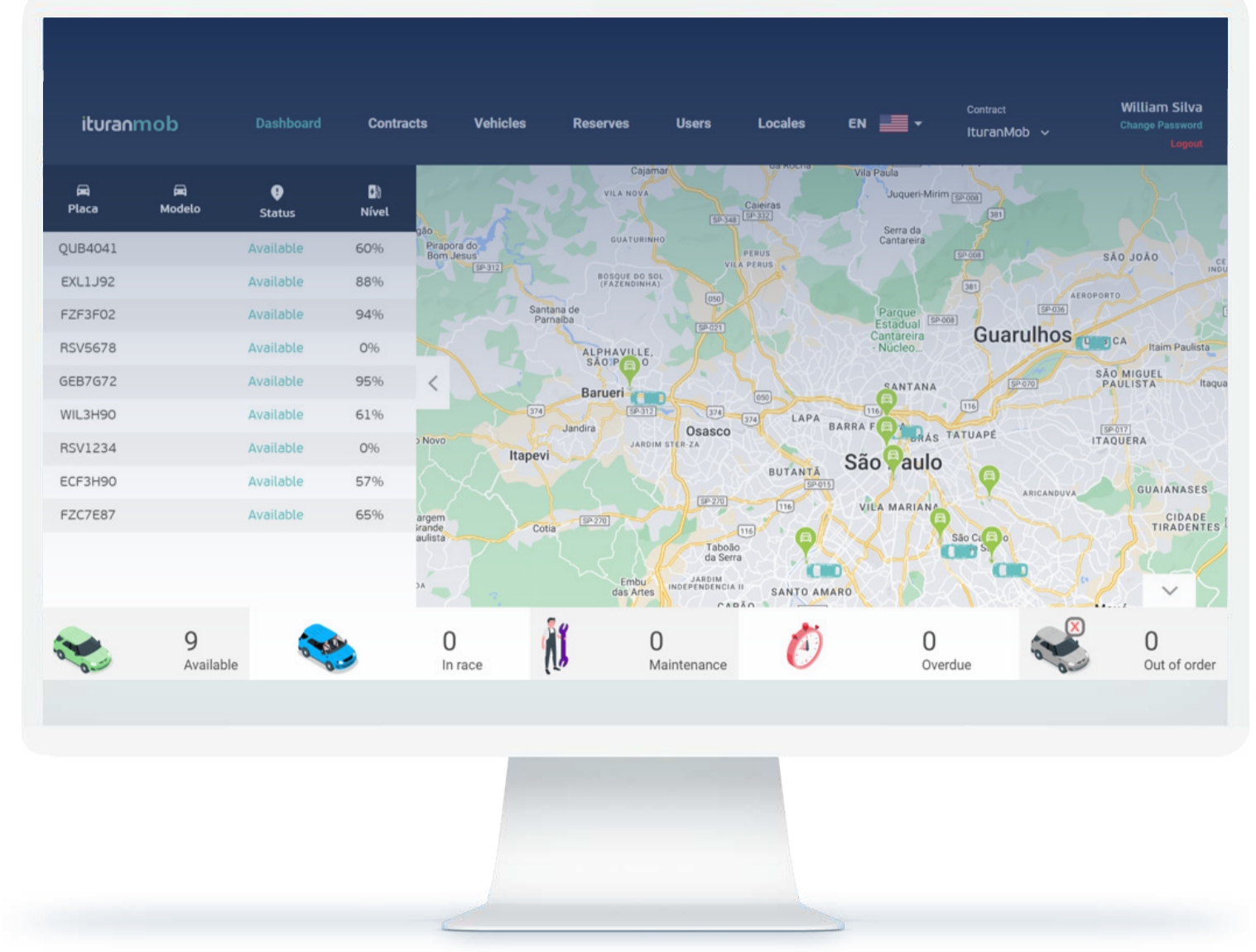


# IturanMOB Drives Car-Sharing Growth with Shlomo Sixt in Israel

Leveraging cutting-edge telematics, Ituran strengthens Israel’s largest car-sharing service, now serving tens of thousands of users amid a rapidly expanding mobility market

Israel’s mobility sector is experiencing rapid transformation. Car-sharing adoption has been growing at more than 15% annually, following a global trend expected to surpass USD 13 billion by 2026 (Allied Market Research). At the forefront of this change is Shlomo Sixt Share, Israel’s largest car rental and car-sharing operator, serving tens of thousands of users at hundreds of stations nationwide.

To scale operations efficiently, enhance customer experience, and support sustainable urban mobility, Shlomo Sixt Share partnered with IturanMOB, the smart mobility innovation division of Ituran.



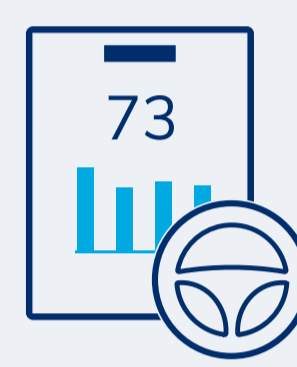
## The Challenge

With fast-growing demand, Shlomo Sixt Share faced three key challenges:



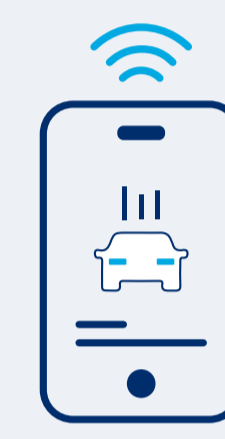
### Fleet visibility & control

Managing hundreds of vehicles across the country requires real-time tracking, monitoring, and operational oversight



### Operational efficiency

Reducing downtime, improving utilization, and ensuring predictive maintenance are essential to scale profitably



### Customer experience

Urban drivers expect a seamless, app-based experience that is reliable and always available

## Our Solution

### IturanMOB Telematics Integration

IturanMOB deployed its advanced telematics and mobility platform across Shlomo Sixt’s car-sharing fleet. Key capabilities include

- **Real-time fleet management**  
Full visibility and control of vehicles nationwide
- **Seamless user journey**  
100% app-based experience. Reserve, unlock, and drive 24/7
- **Predictive maintenance**  
AI-driven alerts reduce breakdowns and maximize vehicle uptime
- **Remote support & security**  
Integrated emergency response and theft prevention features

According to **Paulo Henrique Andrade, CEO of IturanMOB** “We are connecting innovation and sustainability to reshape urban mobility. By integrating our technology with Shlomo Sixt Share, we enhance customer experience, improve operational efficiency, and deliver solid value for investors”  
Through this partnership, Shlomo Sixt Share strengthens its leadership in Israel’s shared mobility ecosystem while paving the way for further international expansion and market opportunities.

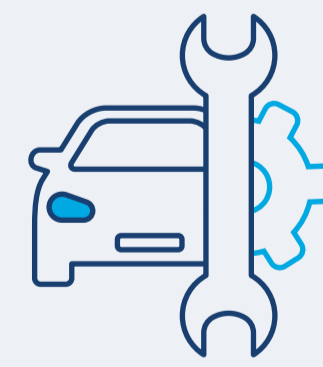
**Yuval Shani, Shlomo innovations CEO** “At Shlomo Sixt Share, we’re committed to making mobility smarter, greener, and more accessible. Partnering with IturanMob allows us to elevate the car-sharing experience for our users while optimizing fleet performance at scale. This is more than technology it’s a leap toward a more connected and sustainable future”.

## Results & Impact



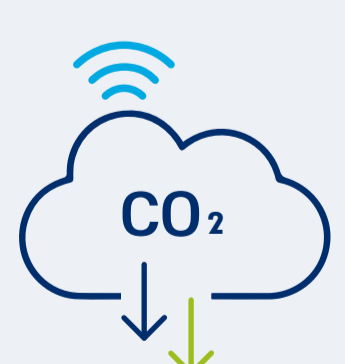
### Expanded market reach

Tens of thousands of active users now enjoy Israel’s largest car-sharing service



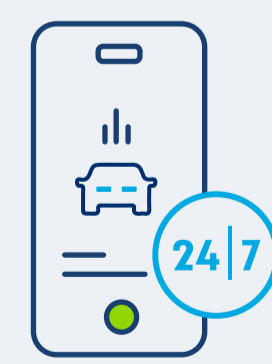
### Improved efficiency

Remote monitoring and predictive maintenance reduce downtime and cut operational costs



### Sustainable growth

Supports Israel’s shared mobility ecosystem while opening pathways for international expansion



### Enhanced customer satisfaction

Users benefit from a frictionless digital journey, accessible 24/7



Founded in 1995, Ituran (NASDAQ: ITRN) is a global leader in telematics solutions and services for professional fleets, insurance companies, automotive companies, government institutions, companies from a range of verticals and private customers. We offer a full suite of hardware, software and services which together provide an end-to-end solution to our clients.

With over two decades of experience in the telematics field, Ituran has over 3,000 employees serving over 2.5 million customers in 25 countries around the globe.

At Ituran, our customers are our biggest asset. We make sure to be at the forefront of technology and to develop innovative solutions to answer any challenge our customers face.