

# the italy guide



## Discover the diversity of Italy...

Whichever resort you visit in Italy there are so many exciting hidden treasures for you to find from the worlds greatest cities to preserved ancient ruins. Hundreds of places off the beaten track await the adventurous traveller in search of a more self-tailored holiday.

## Great spots to visit in an Avis car...

- Driving from **Lake Garda** to Verona gives you a chance to see the beautiful countryside as well as an amazing city. Known as piccola Roma for its importance in the imperial days of the 13th and 14th centuries, this period is noted for the savage family feuding of which Shakespeare wrote in his play, Romeo and Juliette.
- Not to be missed but often overlooked is **Treviso**; close to Lido di Jesolo and boasts a likeness to Venice. It's cathedral holds frescoes by Il Pordenone (1484 – 1539) and can be found by following the medieval main street to the piazza del duomo. If shopping is your thing then you'll be pleased to know that Luciano Benetton is Treviso's favourite son.
- The **Adriatic Riviera** is famous for its long sandy beaches but the area is surrounded by picturesque villages only accessible by car such as Veruccio, Santarcangelo and San Leo.
- The roads around **Sicily** are easily navigated and there are literally hundreds of off-the-beaten-track places to see. In Tindari on the north coast you will find the ruins of ancient Tyndaris, a Greek settlement, with unparalleled views over the Oliveri lagoon, founded on a rocky promontory in 396BC.
- Every turn tells a different story as you drive along the valle del dragone passes through the soaring mountains and deep ravines from **Sorrento** to beautiful Ravello. Former playground of Jackie Kennedy, Ravello sits like a natural balcony overhanging Amalfi and the near by towns of Minori and Maiori. Seek out the breathtaking views that this coastline has to offer.
- Explore the beauty of the Mediterranean's second largest island, **Sardinia**. Getting off the beaten track with a hire car enables you to discover deserted sandy beaches, the forest of Mount Ferru or the vineyards of Campidano.



**A1** = Avis Locations

Please note that some places mentioned in this guide do not appear on the map. This guide is to be used as an overview of the destination.

## Top Tips for Italy

- A **right hand side road system** operates in Italy.
- **Speed limits**

Motorway	130km/h
Dual Carriageway	110km/h
Open Road	90km/h
Town	50km/h
- **Drivers must be 18 or over** to drive and hold a valid driving license for more than 12 months.

# AVIS

We try  
harder.

# Getting the most out of Italy

## Top selling tips

Always introduce car hire into every booking...

### Q. What do you like to do on holiday?

*"I hired a car in... and it was great for seeing / doing..."*

### Q. Have you been to the area before?

**Yes** *"So you know that there's a lot to do round there. Let me get some car hire prices for you"*

**No** *"Well there's lots to do in that area (such as) and the best way to see them is by hiring a car"*

### Q. Do you normally hire a car on holiday?

**Yes or No** *"Let me get some prices for you, it usually works out cheaper to pre-book"*

## Places to note...

### Sicily

Be sure to make a visit to **Mount Etna**, the largest volcano in Europe and one of the most active in the world.

### Verona

**Arena di Verona** - a 2000 year old Roman Arena and it's still going strong. The opera stage is the largest in the world. In the summer months the arena hosts opera and other performances.

### Tarormina

Pay a visit to **Teatro Greco**, Taormina's 10,000-seat ancient Greek amphitheatre, the view of Mount Etna and the sea beyond is absolutely superb.

### Alghero

The main highlights of Alghero, other than the city's ancient defenses, are the impressive domed cathedral, two dazzling palaces and a string of restaurants, shops and bars along via Roma, via Carlo Alerto and Principe Umberto.



## Benefits of renting a car...

- **Comfort** – choose an air conditioned car and travel in comfort.
- **Freedom** – explore those hidden treasures.
- **Value for money** – if you enjoy sightseeing, car hire can work out much better value for money than excursions.
- **Flexibility** – do what you want, when you want.
- **Reliability** – no need to wait around for buses or trains.

### Avis locations

- **A1** Verona Airport – VRN
- **A2** Treviso Airport – TSF
- **A3** Rimini – RM2
- **A4** Sorrento – SRR
- **A5** Alghero – AH1
- **A6** Taormina – TAA

## Join the festivities

### January/February/March

**Almond Blossom Festival** - Agrigento, Sicily

Having begun as a simple harvest festival, the Almond Blossom Festival moved to the spectacular Roman site near Agrigento, the Valle dei Templi, to become an international festival of folklore. The event begins with a spectacular performance by children from around the world, and continues with a programme in various indoor and outdoor venues of music and dance, in regional folkloric costumes. Entertainment is by groups from Sicily and other parts of Italy in lovely surroundings, enhanced by abundant almond blossom and atmospheric lighting among the ruins. There is a torch-lit friendship procession, and messages of worldly brotherhood are communicated via the Children's International Festival of Folklore.

### April/May/June

**Medieval Easter Celebrations** - Assisi, Umbria

Solemn religious processions are held in many towns on the Friday or Saturday before Easter and sometimes on Easter Sunday. Many churches have special statues of the Virgin and Jesus that play a big part in the processions. The statues may be paraded through the city or displayed in the main square. Parade participants are often dressed in traditional ancient costumes.

### July/August/September

**Palio di Siena** - Siena, Tuscany World-Famous Palio (Horse race)

Few events combine the sacred and profane to such dramatic effect as at the Corsa di Palio festival in Siena, Italy. In a horserace dedicated to the Virgin Mary, jockeys riding bareback use a whip made from the phallus of a calf to whack their opponents into submission and their horses to victory. The Italians of Tuscany call a nail without a head a "Siense nail" for a reason -- the Siense have a reputation for losing their heads.

### October/November/December

**Wine Festival** – Marino, Latium Wine-pouring fountains and lots of wine from the Roman Castles Area.

Please note that the information stated is subject to change and is used as reference only. Avis cannot take any responsibility if the information is incorrect.

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