Next-Gen Digital Experience: ADAC Car Rental's Path to Headless and Personalization

ibexa Summit 2026

Panel

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ADAC Car Rental

Rental

Operation of the company's own rental car fleet with up to 5,000 vehicles across around 250 rental locations throughout Germany.

ADAC Clubmobil

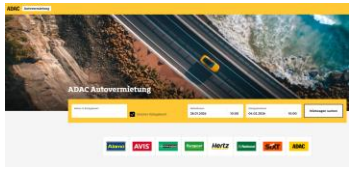
Rental

Cooperation with globally leading quality providers in over ***86 destinations*** at more than ***8,000 locations*** worldwide.

Europcar · Hertz · National · AVIS · SIXT · enterprise · Alamo

Over ***2,500 ADAC motorhomes and 400 caravans*** are managed by our licensees ***at more than 90*** rental locations.

We arrange a total of around **800,000 vehicles per year** via our rental portal.



World of Vehicles

Car Leasing with ADAC benefits

Toll and Vignette Sales

Offline and Online for over 30 years

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ADAC Car Rental's Path to Headless

Q1 2019

Domain transfer to an independent subdomain + implementation of eZ Platform CMS.

Q4 2023

Website Relaunch Implementation – Headless CMS

Q2 2024

Update Ibexa version 4.5 as a basis for functional enhancements and future integrations.

Q4 2024

Implementation of accessibility for digital services.

Q1 2025

Development of a strategic roadmap for personalization

Q2 2025

Raptor contract for the personalization solution

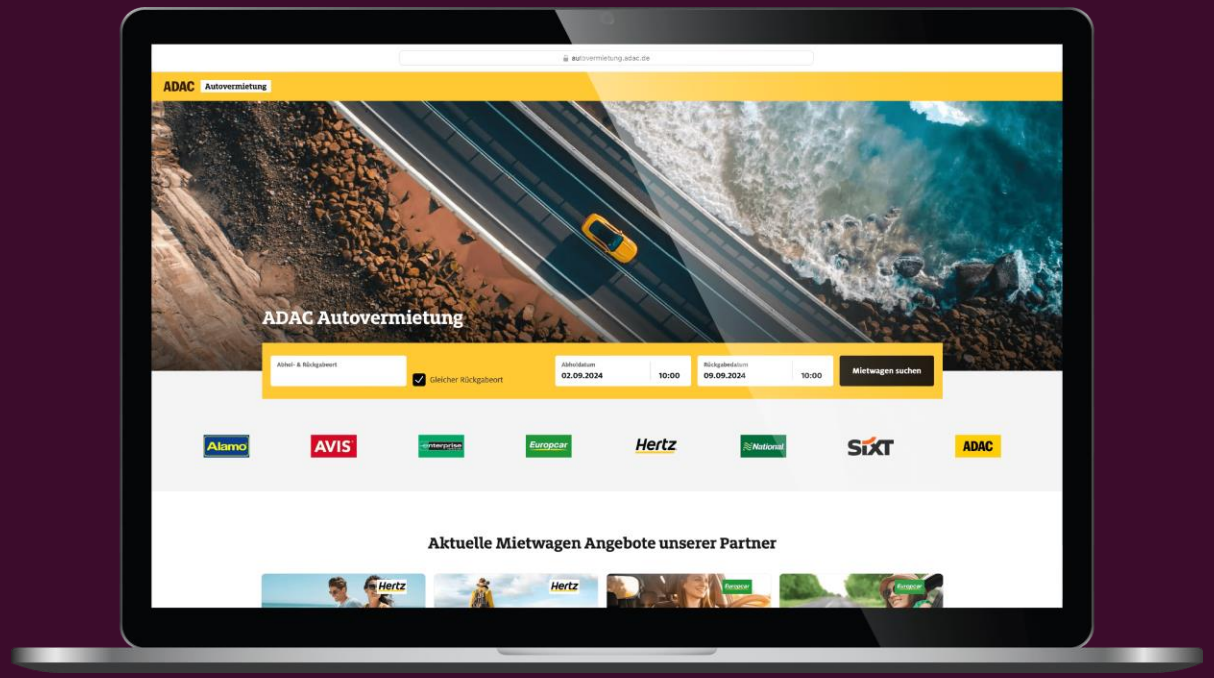
Q4 2025

Update to Ibexa version 4.6 with planned rollout in January.

Q1 2026

Project start Personalization

Website Relaunch



Conclusion: Headless CMS was necessary

The website relaunch was the basis for *further technological developments.*

Main Goal:
Further development of the website in terms of

- Usability
- Website technology
- Expansion of our digital strategy (SEO/GEO, Personalization)

Requirements:

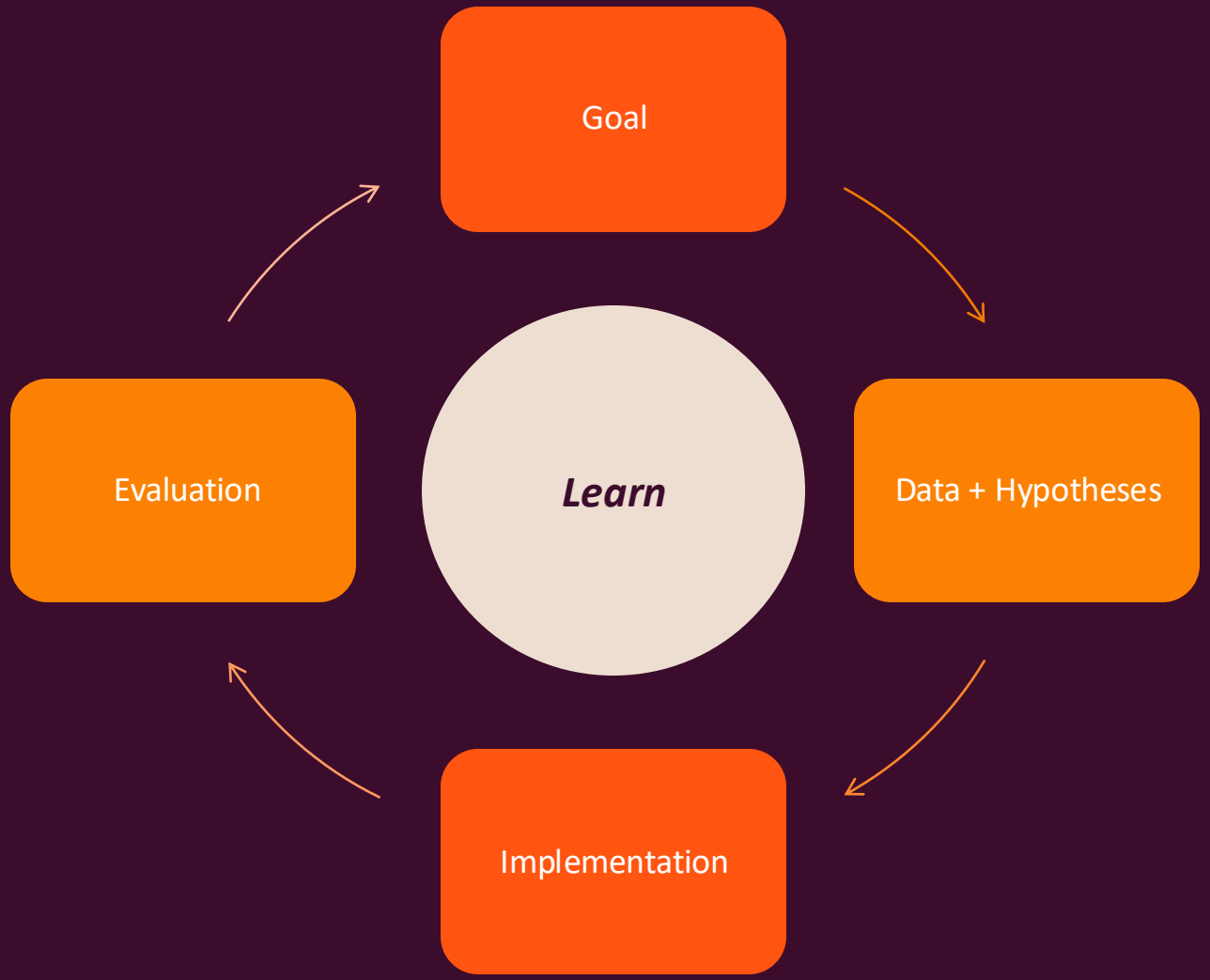
- Omnichannel & Content Re-use
- Performance & SEO (e.g. shorter loading times)
- Efficient workflows (between IT & Content)

Members/customers expect personalization

Challenges, trends, and development

Quelle: Forbes

Hypothesis Workshop



Personalization approach

A user visits the shop, *browses through several pages,* searches for available offers, and rents a car.

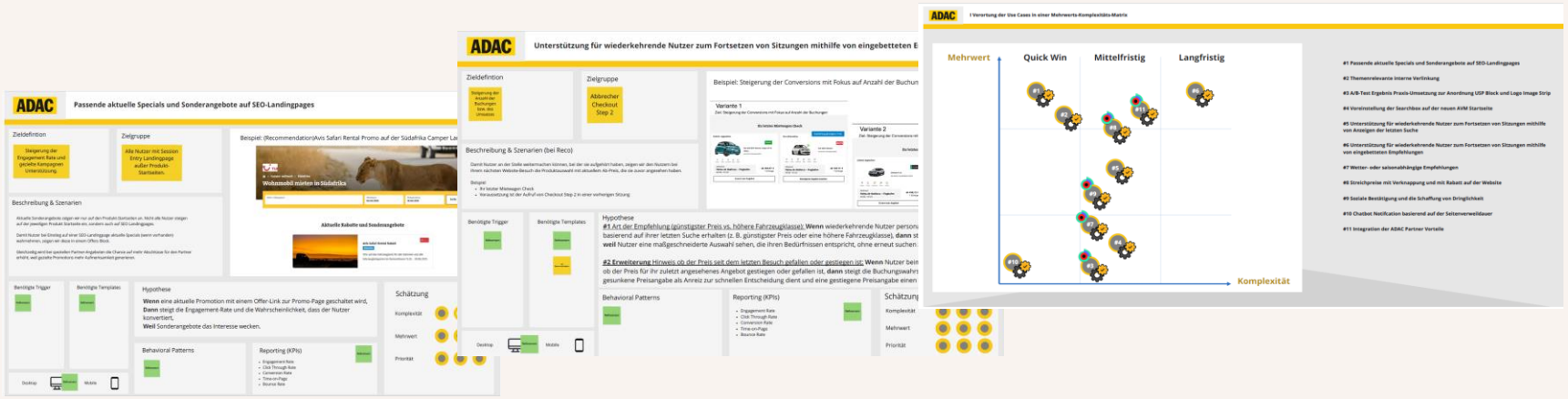
The personalization technology tracks the *user's on-site behavior.*

On the next visit, the solution *recommends complementary products.*

The customer purchases the recommended products and keeps *returning to buy more.*

Developing a roadmap for personalization

Idea	Hypothesis	Prioritization	Marketing Activation	Monitoring
Development of use cases based on corporate goals	Formulation of hypotheses and associated goals	Evaluation of hypotheses according to complexity and added value	Setup KPIs and rules for control	Setup reporting



Version 1

Goal: Increase conversions with a focus on the number of bookings.

Zuletzt angesehen

Europcar

Fiat 500.100% Electric. Range UP TO 180km

oder ähnlich | Kleinwagen (MDAE)

Elektro · 4 Sitze · Automatik · Klima · 1 Koffer

Abholort
Palma de Mallorca – Flughafen
04.06. 10 Uhr

ab 364,67 €
7 Miettage

Erneut zum Angebot

Empfehlung günstigster Preis

Ihre Alternative

AVIS

Fiat 500 E Electric

oder ähnlich | Kleinwagen (MBAE)

Elektro · 4 Sitze · Automatik · Klima · 2 Koffer · 3 Türen

Abholort
Palma de Mallorca – Flughafen
04.06. 10 Uhr

ab 329,15 €
7 Miettage

Neues Angebot ansehen

Günstigeres Angebot ansehen

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Version 2

Goal: Increase conversions with a focus on revenue growth

Zuletzt angesehen

Citroen E-c4

oder ähnlich | Kompaktklasse (CDAE)

Elektro · 5 Sitze · Automatik · Klima · 2 Koffer

Abholort
Palma de Mallorca – Flughafen
04.06. 10 Uhr

ab 428,12 €
7 Miettage

Erneut zum Angebot

Empfehlung größeres Fahrzeug

Ihre Alternative

Opel Mokka

oder ähnlich | SUV (CFAE)

Elektro · 5 Sitze · Automatik · Klima · 2 Koffer

Abholort
Palma de Mallorca – Flughafen
04.06. 10 Uhr

ab 432,35 €
7 Miettage

Neues Angebot ansehen

Höherklassiges Angebot ansehen

Vision ADAC fully embedded in an AI-Driven world

- ADAC positions itself as a trusted mobility partner for humans and machines
- AI agents automatically recognize, understand, and recommend ADAC offers
- Data quality, transparency, and machine-readable information as key factors

1 *Visibility in AI Systems:*

Machine-readable product data, semantic SEO, trust signals

2 *Omnichannel Brand Experience:*

Integration into voice systems, conversational interfaces for car rental inquiries

3 *Personalization & AI-Powered Services:*

Personalized offers, dedicated ADAC mobility coach, proactive recommendations

4 *Digital Brand Management:*

Defining brand identity for AI systems, trusted advisor for personal assistants

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Thank you