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Europcar launches EuropcarClub in 7 European countries, a car rental service designed for urbanites seeking greater flexibility

Europcar launches EuropcarClub in Europe, a rental service that provides an alternative to car ownership. With EuropcarClub, members save on the cost of owning a car and reduce CO² emissions.

EuropcarClub was launched in the UK on November 16th 2009 as well as in Portugal and Belgium on December 17th. The roll-out will expand to Germany, Italy, and Spain by the end of January 2010, bringing the list of participating countries to 7 including existing offer in France. A perfect fit for the current economic environment, this rental service lets members rent cars as an alternative to car ownership, thereby saving on costs and reducing CO² emissions. EuropcarClub is geared to people who lead flexible lifestyles and need punctual car rentals. It is also designed for small and medium-sized businesses that do not want to commit financially to long-term leases, but that are interested in renting company cars.

The EuropcarClub logo, featuring the word "EuropcarClub" in white italicized font on a green rectangular background.

Europcar addresses consumers' thirst for freedom

EuropcarClub is designed for urbanites who want greater flexibility in the way they get around; a need identified in the results of the 2009 Europcar Transport and Mobility Observatory. This study helps better understand and anticipate the behaviour of European drivers in order to develop a suitable offer. EuropcarClub's membership provides access to exclusive rates throughout Europe and discounted rates in the rest of the worldwide Europcar network as well as numerous innovative services allowing members to rent the most suitable car for their needs. Membership fees vary according to the flexibility level needed and give access to the benefits for 12 months. As a result, members can generate savings with respect to car ownership without compromising their freedom. EuropcarClub offers the advantages of car sharing without its inconveniences. Members can even rent a car for just an hour, with the choice of return locations. They can share driving and subscription costs with another driver at no extra cost. And they benefit from the vast selection of cars in the Europcar fleet, which ranges from mini city cars to spacious people movers and luxurious cabriolets.

EuropcarClub: exclusive rental rates and numerous innovative services

EuropcarClub exclusive rates include all taxes and insurance (damage and collision coverage, theft coverage and passenger liability insurance) as well as premium station surcharges when applicable (airports and railway stations). Annual membership fee includes a free membership for a second driver, free navigation system and the possibility of returning cars to another drop-off point within the same country at no extra cost. Europcar's express counter service, the Ready Service, is automatically granted to EuropcarClub members and enables them to save time on arrival at the Europcar Agency as their rental contract is already printed and ready for signature. In selected stations of the whole Europcar network, reservation can be met on a 24hours basis and in France and Germany, cars are available 24/7 at specific "H24" or 24/24 pick-up points. The Club also guarantees car availability when reservations are made 24 hours in advance.

Three types of memberships are available depending on the country: Easy, Maxi and Premium. Easy membership provides access to the lowest rates, although rental rates may change depending on the season (high or low) in certain leisure rental markets. Maxi members have access to the lowest rates with no seasonal restrictions throughout their annual membership. Premium members benefit from all the advantages of the Maxi programme as well as exclusive rates on prestigious and fun cars.

Information on the seven European markets can be found on Europcar websites and through our online advertising campaign. More information on EuropcarClub: see the "Car club" section on www.europcar.co.uk, www.europcar.be, or www.europcar.pt.

About Europcar:

Europcar is the European leader in passenger car and light utility vehicle rentals. The company serves business and leisure customers throughout Europe, Africa, the Middle East, Latin America and Asia-Pacific. Excluding franchise operations, in 2008 Europcar signed more than 10 million rental contracts, with 8,000 employees and a fleet exceeding 225,000 vehicles. In September 2008, Europcar and U.S. market leader Enterprise Rent-A-Car joined forces in a strategic commercial alliance to form the world's largest car rental network, with more than 1.2 million vehicles and 13,000 locations around the world. Europcar is owned by the French investment company Eurazeo.

In addition to being the European market leader, Europcar is leading in its environmental approach to car rental. It opened its first "environmental agency" in Paris in 1999, and in 2008 it was the first company in Europe to have its "Environmental Charter" – which formalizes its commitments in favor of sustainable development -- certified by Bureau Veritas. In 2008, Europcar was also the first company ever to win the World Travel Award for "the World's Leading Green Transport Solution Company."

For more information: www.europcar.com

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