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**Europcar breaks new ground by rolling out Microsoft Surface tables,
new multimedia devices to help customers plan
their journeys practically and enjoyably at its rental stations**

Europcar is the first company in Europe to offer Microsoft Surface tables in order to provide its customers with a new and fun way of planning their journeys. The first interactive touch-driven table using cutting-edge technology will preview at the ITB Berlin fair from 10 March and will be rolled out for customers over the next few weeks at Munich airport. A selection of Europcar stations in Europe will be equipped with the system from the end of the first half of 2010 onwards.

Europcar, the European leader in car rental, is innovating by making Microsoft Surface tables available to help its customers plan their journeys interactively. These multi-touch and intuitive computers will enable customers to plan and enrich their journeys in many different ways. Europcar is the first company in the world to have its own multi-touch application for Windows 7. It has been developed specially by Fortune Cookie.

Using this new system, Europcar's customers will be able to gather information independently and interactively at rental points about their chosen destination or theme-based circular routes (gastronomy, history, etc.), as well as nearby tourist attractions. The selected route can easily be printed out at the Europcar station. What's more, special offers from Europcar's partners related to the selected route are rapidly located, enabling all users to qualify for special rates, notably at Accor hotels.

The application will also provide special services dedicated to Europcar's customers, such as practical guides describing or explaining how to use the equipment they have rented.

"We are proud to be able to offer our customers this new device, a real gem of technology from Microsoft", said Jehan de Thé, Europcar's Global Marketing Director. "This approach fits with Europcar's determination to innovate and facilitate journey planning whilst making car rental a constantly more practical and pleasant experience for our customers."

In the short term, all the applications will be available right around the globe for any customers with a touch-screen computer.

Thanks to this cutting-edge technology, Europcar has positioned itself as a pioneer in the next generation of technological experience, by harnessing the crucial support of its partner Microsoft. *"Microsoft Surface, Windows 7 touch and Silverlight are packed with our latest innovations and clearly illustrate Europcar's determination to offer its customers an intuitive, practical and enticing experience, both physically and across the web",* commented Microsoft's Michael McClary, Platform Strategy Advisor.



The advantages of this new device based on Microsoft Surface will be on show at the Europcar stand no. 121 in Hall 9 at the ITB Berlin fair from 10 to 14 March 2010.

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

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

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