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Europcar launches an iPhone application perfectly compatible with the iPad to improve the accessibility of its services

Europcar enhances its mobile reservation service and launches an iPhone application, especially designed to be also iPad user friendly. The application is now available at <http://itunes.com/app/europcar>.

Europcar, the European leader in passenger car and light utility vehicle rental, makes its customers' life easier by making the reservation process faster and more dynamic. The application can be downloaded directly from the Apple Store to the iPhone or the iPad.

This new application improves the rental experience by making the reservation process smoother thanks to better ergonomics and a better presentation of the cars and the complementary equipment available such as baby seats or GPS. It allows customers to book a car in real-time at the best price available. The confirmation number of the reservation is automatically sent to the customer either by email or by SMS. All promotions and benefits are accessible to Europcar customers via the application. Customers can also follow, modify or cancel their reservation using their iPhone or iPad. It is possible to hire a vehicle from any Europcar stations in the world and to locate the closest station via the application.

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 2009 Europcar signed 9.5 million rental contracts, with 7,000 employees and a fleet exceeding 190,000 vehicles. In September 2008, Europcar and U.S. market leader Enterprise Holdings 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.

Europcar is the European market leader and is also 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.

For more information: www.europcar.com/corporate

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