

Saint Quentin-en-Yvelines, 9th of May, 2011

Europcar launches a new, tailor-made loyalty program: “Privilege”

Europcar, the car rental leader in Europe, is launching a new loyalty program, known as Privilege. Thanks to this program, customers renting frequently benefit from special privileges, such as discounts on leisure rentals, and preferential services (guaranteed reservation, simplified rental processes, etc.). With this new program, Europcar is demonstrating once again its aim to deliver quality, tailor-made service to its customers.

To benefit, customers just sign up on the Europcar web site, in the “loyalty program” section. Registration for Privilege is totally free. Once registered, rentals are automatically tallied and allow the customer to obtain specific benefits.

The program offers three levels of benefits:

- **Privilege Club - available from the very first rental**

Card holders benefit from:

- A 10% discount on leisure rates
- Guaranteed reservation
- Special rates at participating Accor hotels and direct access to Accor’s A|Club Silver card loyalty program
- Express pick-up service: pre-printed rental contract, keys delivered upon simple presentation of the customer’s driver’s license without any other formalities

- **Privilege Executive – available from 10 rentals per year**

As of 10 rentals or 40 rental days per year, Privilege Executive members receive a 20% discount on leisure rates and a free upgrade up to the “intermediary” category (subject to availability). They also benefit from a dedicated access to the A|Club Gold card and from all Privilege Club benefits, namely special rates in Accor hotels and simplified service in Europcar agencies.

- **Privilege Elite – available from 25 rentals per year**

Members benefit from:

- A 30% discount on leisure rates
- A free upgrade up to the “Full size” category (subject to availability).
- One free weekend rental per year (compact category for 2 days)
- Free additional driver for each rental
- Direct access to Accor’s A|Club Gold card
- 200 A|Club bonus points for their first stay at an Accor hotel
- And, as in the first two levels, simplified rental processes, free upgrade etc.

By logging on to www.europcar.com or their local website, Privilege members can view at all times their personal account and check their number of rentals and total number of rental days.



“With Privilege, we want to thank all of our customers for their loyalty and the trust they place in us every day, throughout our worldwide network,” said Rafael Girona, Chief operating officer for Europcar Groupe. “Through the ‘get more by renting more’ principle, this program offers our customers the best quality service while systematically thanking them each time they rent with Europcar.”

About Europcar:

Europcar is the leader in car rental services in Europe. Present in 150 countries, the company provides customers with access to the world’s largest vehicle rental network through franchise operations and partnerships. Through Europcar’s portfolio of brands, the company and its franchisees generated more than €3 billion in revenue in 2010, including nearly €2 billion in consolidated revenue. With 6,500 employees committed to delivering customer satisfaction and an average fleet of close to 200,000 vehicles, Europcar is conscious of its corporate citizenship responsibilities. Winner of the first World Travel Award recognizing the World’s Leading Green Transport Solutions Company, Europcar also was honored with the Award in 2010, the second time it was presented. Europcar is owned by French investment company, Eurazeo.

For more information: www.europcar.com/corporate

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