



## **PRESS RELEASE**

Saint Quentin en Yvelines, 10 February 2009

### **Europcar and Solaris Mobile Preview a Prototype Car Equipped With Live Satellite TV Service at the 2009 Mobile World Congress**

*This European communications first will be shown in Barcelona  
from February 16 to 19, 2009  
Stand AV05A*

For the first time, Europcar will be participating in the Mobile World Congress, the world's largest trade show for mobile communications. In association with Solaris Mobile, a joint venture of satellite operators Eutelsat and SES Astra, Europe's leading car rental company will be presenting a prototype car developed in the framework of the European program for high-speed onboard television. The official launch of this technology is scheduled for the end of March 2009.

Europcar and Solaris Mobile have been working together on the project for several months. The latest tests in January having proven conclusive, five Mercedes Class E cars in the Europcar fleet -- equipped with high-speed TV screens for passengers and an onboard computer -- will be demonstrated at the show.

The TV system uses the DVB-SH standard, which allows the transmission of video images and data to mobile terminals through a hybrid network of satellite and terrestrial links. With the launch of the Eutelsat W2A satellite in March, Europe will benefit for the first time from continuous coverage, making it possible to have consistent reception quality, regardless of the type of vehicle or its location.

During the show in Barcelona, there will be two platforms for demonstrations:

- in "real-life" conditions: 4 cars will act as shuttles between the airport and downtown Barcelona. Thanks to a partnership with Spanish operator Abertis Telecom, passengers will be able to watch programs from a collection of live TV networks, including Euronews and Eurosport.
- a presentation of mobile infotainment TV services on the Solaris Mobile booth.

This cooperation effort is in keeping with Europcar's strategy for innovation, which has made the company a pioneer in its field. Other Europcar initiatives in this tradition notably include paperless rental contracts -- which also fit in with its strategy to be as environmentally friendly as possible -- and its "Fast Check" program of pre-registering contracts to reduce waiting times for customers.

Commenting on this latest innovation, Guirec Grand-Clement, Global Sales and Marketing Director of Europcar International, said: *"We are very pleased with this partnership because*

*it illustrates our commitment to offering our customers not only optimal comfort but the latest in available technology. Europcar's leadership in its industry, combined with Solaris Mobile's strong position in mobile TV and its unique network for global coverage in Europe, makes this prototype the first of its kind in mobile communications."*

In addition to direct satellite TV, the prototype cars on display in Barcelona are equipped with a system for very wide band GPS tracking services.

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#### **About Europcar**

Owned by French investment company firm Eurazeo, 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 2007 Europcar signed more than 10 million rental contracts, with 7,700 employees and a fleet exceeding 215,000 vehicles. In September 2008, Europcar and U.S. market leader Enterprise Rent a Car joined forces in a strategic alliance to form the world's largest car rental network, with more than 1.2 million vehicles and 13,000 locations in 162 countries. For more information: [www.europcar.com](http://www.europcar.com)

#### **About Solaris Mobile**

Solaris Mobile, a Eutelsat and SES Astra joint venture, was established in 2008 to develop next generation mobile TV services via satellite. Its corporate headquarters in Dublin officially opened in June 2008. The company plans to provide TV, video and radio plus two-way communication to a variety of handheld and vehicle-mounted mobile devices. Solaris Mobile's range of services, scheduled for launch in early 2009, is aimed primarily at Broadcasters, Telco operators, the Automotive industry, and Data & Communication providers. The company intends to operate in a 2.00 GHz frequency band, the S-band, reserved for the exclusive use of satellite and terrestrial mobile services. The S-band sits alongside UMTS frequencies that are already used across Europe for 3G terrestrial services. Please visit <http://www.solarismobile.com/>

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