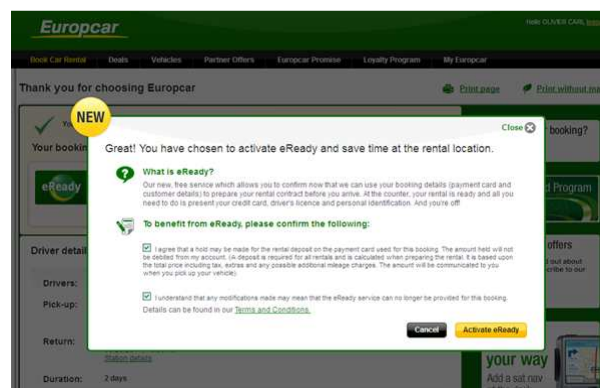


Europcar simplifies the rental process for its customers with the new eReady service

Europcar, the car rental leader in Europe, offers to its customers a new online check out service called eReady. With eReady, Europcar helps its customers save time at the counter by easily activating their Rental Agreement online. Initial figures registered during the pilot phase conducted with European customers proved the service to be successful and well appreciated. This service is available in the following Europcar countries: Australia/New Zealand, Belgium, France, Germany, Italy, Portugal, Spain, UK and Switzerland. The eReady service illustrates Europcar's commitment to customer satisfaction.

eReady is an online checkout tool presented to customers at reservation time, on the reservation confirmation page. The customer simply adds contact information and agrees to two tick box terms, and the Rental Agreement is activated. The eReady service speeds up the check out at the counter and thus enhances service for all customers.

"Saving time and making car rental easier are paramount to customer satisfaction which is at the heart of our strategy. With the eReady service, we want our customers to get a different experience of the check out at the counter by speeding up the rental process. Furthermore, this service further increases station efficiency by automating a part of the rental process. We are at a first stage of this service, and we plan to add even more advantages in the future for our customers." said Jehan De Thé, Europcar Group E-Commerce Director.



eReady service instructions

In order to benefit from the e-Ready service, customers just need to make their booking on line (www.europcar.com). After the booking, on the confirmation screen, a banner invites customers to activate the e-ready service. A pop-in opens explaining e-Ready and asking customers to confirm two tick boxes. The customer is asked to enter their full contact details if they have not already done so at booking time. A confirmation appears on the screen once the service is activated. When the customer arrives at the station, the Rental Agreement will have already been pre-printed. The vehicle is then added and the customer just needs to show their identification, license and means of payment.

**About Europcar:**

Europcar is the leading vehicle rental company in Europe, providing car mobility to 6 million customers. Through its franchisees and partners in over 150 countries, Europcar gives access to the #1 network in car rental. Europcar brand portfolio generated revenue of c.€3.1 billion including c.€2.0 billion Europcar group revenue. Supported by 6,600 dedicated staff and with long-standing local presence, Europcar facilitates the mobile lives of its customers around the world, offering them customized and innovative car mobility solutions. Europcar is a subsidiary of Eurazeo.

Media Contacts**Europcar International – Communications Department**

Marine Boulot – Nathalie Poujol

Europcarpressoffice@europcar.com

Tel: +33 (0)1 30 44 98 82