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Europcar launches its mobile site and makes online reservations even easier

Europcar, the European leader in passenger car and light utility [vehicle rental](#), is launching a new service which makes reserving easy via mobile phone.

Introduced this week, the new mobile service (<http://mobile.europcar.com>) allows users to make or change a reservation and find the nearest rental location. This innovative service is compatible with all mobile phones that have Internet access, including classic cellphones, Blackberries, iPhones and other smart phones).

The mobile phone reservation service is available in seven languages (English, Dutch, French, German, Italian, Portuguese and Spanish) and for all Europcar rental locations around the world.

An integrated search engine makes it easy to find the desired [car rental location](#), and there is a special application for iPhone users which automatically selects the nearest station. Customers can also book additional equipment, such as satellite navigation systems and child seats, through this system. To ensure reliable and practical service, confirmation of each reservation made by cellphone is sent immediately and free-of-charge by text message and e-mail.

As part of the launch, a 10% discount is being offered to Europcar customers through November 30, 2009. This offer applies to reservations of all passenger cars, as well as to [vehicles in the "Prestige" range](#). Contractual conditions for business customers will be applied automatically when they enter their contract number.

"We want to stay at the cutting edge of innovation and forge close relationships with our customers," said Guirec Grand-Clément, Global Sales and Marketing Director, Europcar International. "This new service illustrates our commitment and provides greater flexibility for the most mobile among these customers. As a result, every owner of a mobile phone with Internet access can now reserve a Europcar vehicle at any time at any location in our network around the world."

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

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