

EuropcarClub Launches in the UK

New concept in car clubs saves cost and CO₂

Car clubs are still relatively new to the UK but for durations of more than a few hours, a choice of vehicles and UK wide coverage, they can't compete with daily vehicle hire. Now Europcar, the UK's leading vehicle hire company has launched EuropcarClub to offer the membership benefits of a car club with the flexibility of daily hire, following a successful roll out in France in 2008.

Bringing a fresh approach to car sharing, EuropcarClub is a subscription based service, with two tiers – *Easy* and *Premium*. Ideal for those who have decided to opt out of second car ownership, want the flexibility of different cars to suit different demands, or just want to find ways to drive greener, EuropcarClub also offers a solution to businesses who don't want the financial commitment of leasing or buying company cars.

The launch comes on the back of recent research conducted by Europcar* which found that across Europe, Britons are the most open to the idea of car sharing (34% vs 28% for the rest of Europe) and the age group most open to giving up car ownership is 18 to 34 year olds.

Starting at £8.25 a month for two people (£99 per annum), the Europcar Club 'Easy' subscription promises members low rates on daily rental of any vehicle size or type – from compacts to MPVs and vans - with no additional charges for excess cover, one way rentals or additional drivers who are also members. It is perfect for the urban dwellers who only need a car part-time as well as the many households who have downsized their own cars and are renting larger vehicles for holidays and specific occasions.

Membership offers a monthly saving of £84.75 against owning a car with no worries over maintenance, insurance and depreciation.

Customers are guaranteed vehicles on average just 6 months old and can select a car group by its average CO₂ emissions. In, fact Europcar's fuel-efficient and low emissions cars use 33% less petrol than the average car on the road.

For those looking for fixed rates throughout the year on all types of cars and vans – from compact cars to the ultimate prestige vehicles, Europcar Club ‘Premium’ is £60 a month. Members enjoy discounted rates on all vehicles on Europcar’s fleet including Prestige from Europcar which offers some of the most coveted vehicles on the road today. Whether it’s the smooth and sexy Audi TTS, the fun Mini Clubman, the sophisticated grandeur of the Mercedes S Class or the most luxurious all-terrain 4x4 – the Range Rover Vogue, Premium EuropcarClub members can enjoy unbeatable rates.

Catriona Lougher, Marketing Director for Europcar says: “EuropcarClub is all about flexibility and cost-savings. Members can change cars on demand, leave a vehicle at any Europcar location and benefit from fantastic rates all year long. With no worries over depreciation, tax, maintenance and roadside assistance, they can enjoy access to vehicles suited for the job, the occasion or their mood. We believe EuropcarClub takes the car club concept to the next level and we are committed to be at the forefront of delivering transport solutions to meet the needs of today’s cost conscious and environmentally focused travellers. ”

TYPICAL MONTHLY COSTS FOR EUROPCARCLUB MEMBERS

EUROPCARCLUB EASY	EUROPCAR CLUB PREMIUM
<p>Monthly subscription to EuropcarClub Easy for 2 £8.25</p> <ul style="list-style-type: none"> 3 hire days/month of a Compact car (VW Golf 5-doors or equivalent) with EuropcarClub rates £105 1 day-hire/month of a Multipurpose Family car (Citroen Picasso or equivalent) with EuropcarClub rates £51 1 day-hire/month of a Small Van car (Renault Kangoo or equivalent) with EuropcarClub rates £27 Damage & Theft coverage £0 Drop off charges (e.g. to the airport) £0 Car sharing with EuropcarClub co-member £0 Car fixed costs, maintenance costs, insurance costs £0 Car depreciation £0 <p>Total monthly car budget with EuropcarClub Easy £191.25 Average monthly cost of owning a Small Car £276** Meaning savings of £84.75 per month against owning a small car like a Vauxhall Corsa or equivalent.</p>	<p>Monthly subscription to EuropcarClub Premium for 2 £60</p> <ul style="list-style-type: none"> 1 days hire of Mini Cooper S £76 2 days hire of Mercedes E280 £248 1 days hire of Audi A5 coupe £124 Damage & Theft coverage £0 Drop off charges (e.g. to the airport) £0 Car sharing with EuropcarClub co-member £0 Car fixed costs, maintenance costs, insurance costs £0 Car depreciation £0 <p>Total monthly car budget with EuropcarClub Premium £508 Average monthly cost of owning a Luxury Car £564** Meaning savings of £56 per month against owning a premium car like a Mercedes E280 CDI or equivalent.</p>

*Online survey conducted by Ipsos in August 2009 among 5032 car drivers (representative sample in terms of age, gender and region of each country): UK 1000, Germany (1-152), France, (1008), Italy (504), Spain (504), Belgium (504) and Portugal (500).

**based on Which? report February 2008.

Ends

October 2009

Notes to Editors

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 the Asia-Pacific region. Since March 2007 with the acquisition of Vanguard EMEA, its network comprises over 5,300 rental outlets in 160 countries. The Europcar fleet has an average CO₂ of 158g/km compared to the average UK car parc* which has 164.9 g/km CO₂. Europcar is the first company to win the World Travel Award for "the World's Leading Green Transport Solution Company." Today, over 99% of Europcar's fleet is certified "Euro IV" or above - the most stringent applicable European Union standards today in terms of energy consumption and emissions.

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 alliance to form the world's largest car rental network, with more than 1.2 million vehicles and 13,000 locations around the world.

For more information: <http://europcarclub.europcar.co.uk:80/>

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