



Range extended electric Opel Ampera joins the daily rental market with Europcar

Rüsselsheim/Saint-Quentin-en-Yvelines. Opel, one of Europe's largest car makers and Europcar, the leading car rental company in Europe, announced today that 30 Opel Ampera, the award-winning range extended electric car, are available to hire on short term rental. The Opel Ampera is available for rent since early March in Amsterdam (Netherlands), from now on in Frankfurt (Germany) and in Brussels (Belgium).

To support this joint effort in the promotion of electric mobility, Opel and Europcar plan a joint communication campaign in Germany with airport visibility, online and social media activities, and point of sale supports in all Europcar rental stations.

"We are very happy to be able to provide our customers with the Opel Ampera and help facilitating the expansion of electric cars. Furthermore, with its unique battery pack and Range Extender, the Ampera is perfectly adapted to our short term rental market. This partnership illustrates once again our will to help our customers to « consume » better and cleaner by giving them the choice" said Roland Keppler, Chief Executive Officer of Europcar Groupe.

"The Ampera has a range of more than 500 kilometers and combines all of the capabilities our customers expect from a car for everyday, all-round use," says Enno Fuchs, Opel's e-mobility launch director. "The Ampera won many international awards including the Car of the Year 2012 award. Not only has the Ampera gained praise from the media, it also appeals strongly to our customers and the inclusion of the Europcar rental program is a further proof of the strong fleet capability of our electric car."

The Opel Ampera with extended range requires no changes to driving habits and offers limitless mobility, even for spontaneous journeys. Thanks to its unique 16kWh lithium-ion battery pack, Europcar customers will be able to enjoy between 40 and 80 km of pure electric drive with zero emissions. For longer stretches, a gasoline engine powers a generator that supplies the necessary electricity. This continuous energy supply makes distances of over 500 km possible, without stopping to charge for hours, and relieves the driver of concerns about being stranded with a flat battery.

The scheme could be widened to other cities and to other countries in Europe in 2012.



Wir leben Autos.

Europcar

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About Adam Opel AG:

Opel, one of Europe's largest automakers, was founded 1862 in Rüsselsheim, Germany. The company with its headquarters in Rüsselsheim and its sister brand in the U.K., Vauxhall, sell vehicles in over 40 countries. The company operates plants and development centers in 7 European countries, and employs 40,000 people. (as of December 2011). In 2011, Opel sold over 1.2 million passenger cars and light commercial vehicles in Europe, achieving a market share of 6.1 percent. With the market introduction of the electric Opel Ampera, the company has founded a new segment in the European automotive market and underlines its role as a trendsetter for progressive mobility solutions.

About Europcar

Europcar is the leader in car rental services in Europe. Present in 140 countries, the company provides customers with access to the world's largest vehicle rental network through its own operations, franchisees and partnerships. With 6,500 employees committed to delivering customer satisfaction and an average fleet of 190,000 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 and 2011. Europcar is owned by Eurazeo.

Press contacts:

Adam Opel AG

Ulrich Weber

Tel: +49 (0) 6142 7 72279

Mobile: +49 (0)160 9785 1410

ulrich.weber@de.opel.com

Europcar International – Communications Department

Marine Boulot – Nathalie Poujol

Europcarpressoffice@europcar.com

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