

## Europcar continues its winning streak, collecting several awards in the Middle East and Africa

Europcar, the number one car rental company in Europe, has won prestigious prizes for service quality in the Middle East and Africa.

At the **World Travel Awards** ceremony which took place in May 2009, Europcar landed the “Leading Car Hire” trophies for both the Middle East and Africa. Europcar has won this award for the Middle East each year since 2004! The prize represents recognition for Europcar’s quality of service from industry professionals, with over 170,000 people voting this year -- a record in the 16-year history of the World Travel Awards.

In the business travel segment, the readers of the ***Business Traveller Magazine*** elected Europcar as the “Best Car Rental Company in the Middle East.” It is the first time Europcar has won this distinction, which reflects a survey of 8,000 readers conducted between January and April 2009. Sir Stelios Haji-Ioannou, founder and Chief Executive Officer of easyJet, presented the award to Europcar at the ceremony in Dubai.

Continuing this winning streak, Europcar Qatar received the platinum award for “Best Car Rental - International Brand in the Middle East” at the **Middle East and North Africa (MENA) Travel Awards** for the 4<sup>th</sup> consecutive year.

***“These awards reflect consumer and industry recognition of our focus on service quality, in general and particularly in the Middle East, and we are very proud to receive them,” commented Arnd Rieken, Director of the International Franchise, Europcar International.***

Europcar has had a strong presence in the Middle East since 1977 and notably offers its high-quality services in Abu Dhabi, Bahrain, Dubai, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria and Yemen. The company has been operating in Africa since 1972 and is notably present in Angola, Egypt, Ivory Coast, Kenya, Morocco, South Africa and Tunisia.

### **About Europcar**

Owned by the French investment company 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 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.

Since opening its first “environmental agency” in Paris in 1999, Europcar has also been a European leader in terms of reducing the environmental impact of its fleet. 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 and 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.

For more information: [www.europcar.com](http://www.europcar.com)

**About the World travel Awards**

The World Travel Awards were launched in 1993 to acknowledge and recognize excellence in the world’s travel and tourism industry. The awards are given on the basis of votes cast online by travel industry professionals from 170,000 travel and tourism companies and organizations in 160 countries. For more information: <http://www.worldtravelawards.com>

**About Business Traveler Magazine**

Business Traveller is the leading magazine for the frequent business traveller, with nine editions worldwide, including the UK, US, Asia-Pacific, Middle East, China, Germany, Denmark, and Africa, plus websites in the UK, Asia ([businessstraveller.asia](http://businessstraveller.asia)) and France ([businesstravel.fr](http://businesstravel.fr)). Launched in the UK in 1976, it has become the leading magazine around the world for the frequent business traveller. For more information: [www.businessstraveller.com](http://www.businessstraveller.com)

**For more information about the MENA Travel Awards:**

[www.menatravelawards.com](http://www.menatravelawards.com)

\*\*\*