

Saint Quentin en Yvelines, June 9 2011

## EUROPCAR BECOMES OFFICIAL PARTNER OF THE TOUR DE FRANCE

**Europcar, the leading car rental company in Europe, and Amaury Sport Organisation (A.S.O.), the organiser of the Tour de France, announced the signing of a three year partnership agreement today. Europcar becomes an official supplier to the Tour de France until 2013.**

The Europcar Group is committed since October 2010 to sponsoring the Jean-René Bernaudeau professional cycling team, Team Europcar. Today, Europcar becomes the official supplier to ASO for the Tour de France and ten other major races including the *Paris-Roubaix, La Vuelta, Paris-Nice, Liège-Bastogne-Liège, La Flèche Wallonne, Paris-Tours, le Critérium International, le Critérium du Dauphiné, le Tour de Picardie* and *L'Étape du Tour Mondovélo*. The agreement is a logical step for Europcar and provides further evidence of its desire to commit to cycling over the long term.

The partnership gives Europcar responsibility for managing the vehicle rental logistics for A.S.O. events. Europcar will also propose special offers for all the spectators attending the Tour, as well as for participants in *L'Étape du Tour Mondovélo*.

The Tour de France, which is followed by more than 10 million spectators and by a television audience of hundreds of millions all around the globe, represents an opportunity for the Europcar Group to unite the whole of its international network across 150 countries, and will enable its subsidiaries to exploit the brand's commitment to cycling locally (*La Vuelta* in Spain, *Liège-Bastogne-Liège* and *La Flèche Wallonne* in Belgium etc.).

Cycling is the popular sport *par excellence*, practised all around the world, and enjoys a simple and friendly relationship with the public. The attributes and values of this sport reflect Europcar's positioning, a company close to its customers, which listens to their travel needs, respects the environment and innovates to create the rental services solutions of tomorrow.

Rafael Girona, Chief Operating Officer of Europcar Group, stated: "*The Europcar Group is committed alongside Team Europcar and today we are proud to become partners of the Tour de France and the main cycling events organised by Amaury Sport Organisation. Our commitment to cycling is at the heart of the Group's brand strategy and this alliance is a further way of bringing us closer to the public at large and cycling fans in particular*".

For his part, Christian Prudhomme, Director of Cycling at A.S.O., was delighted with the arrival of Europcar at cycling events: "*Following its support for Jean-René Bernaudeau, Europcar is taking a further step in the world of cycling by getting involved with international events whose popular success and the enthusiasm they generate offer an unprecedented opportunity for communion with the public. That is one of the special attractions of this sport. Roaming and travel are others that make the association of A.S.O. and Europcar self-evident*".

**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.

**About A.S.O.**

Amaury Sport Organisation (A.S.O.) is the leading organiser of sporting events in France. The Tour de France, the Dakar Rally, the Alstom French Open and the Paris Marathon are among its flagship events that altogether add up to 200 days of competition per year around the world with approximately fifty different events.

A.S.O. is a subsidiary of the French EPA press group (Editions Philippe Amaury), the publisher, amongst others, of *l'Equipe* and *Parisien-Aujourd'hui* in France.

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