



Saint Quentin-en-Yvelines, December 6, 2012

Europcar reshapes its brand

- A new brand positioning “Moving your way”
- A new design for the europcar.com website

Customers the world-over will now be able to enjoy and benefit from a whole new approach to car rental, as Europcar, the leading car rental company in Europe, unveils its new brand positioning, “Moving your way”. Europcar has determined it will evolve its services, processes and communication to adapt to customers’ ever changing mobility needs. “Moving your way” conveys Europcar’s total commitment to the customer and to shaping a better future for customers’ mobility.

Customers will begin to see the new Moving Your Way identity in Europcar’s marketing campaigns, and on the new www.europcar.com website which provides a more intuitive and richer booking process to enhance the car rental experience from start to finish.

“Our new brand promise, “Moving Your Way”, translates the company’s commitment to accompany the mobility needs of its customers during their whole lives. Our diversified solutions provide our customers with more freedom and enable them to rediscover the pleasure and emotions of the mobility experience. However you choose to move, whatever way, methods, direction or style, Europcar will move with you and will ‘move’ you” explained Pascal Klein, Europcar Group Marketing Director.



As part of the “Moving Your Way” positioning, a new logo has been designed to symbolize mobility and to act as a quality stamp on all Europcar sub-brands and offers. This new brand identity has been

introduced in all major European cities through advertising and marketing campaigns as well as on truck panels. New Europcar locations will be opened featuring this new logo whilst existing locations will be progressively redesigned with the new identity.

A new website reflecting the Moving Your Way promise

From today, customers will discover a brand new europcar.com website. User friendly and inventive, the europcar.com website offers a more efficient booking process and many great design features which truly help customers move through the site in the way they wish:

- An innovative, “drag” button gives access to the fleet guide
- The possibility to save up to 10 favourite quotes and reach them easily when needed
- Advanced filters to help the customer find the vehicle which best fits their needs





- Simplified access to My Europcar, where customers can create driver profiles and manage bookings for even faster service at rental locations
- And last but not least, customers can start a reservation from any page to book in less than 60 seconds!

This new design will be rolled-out to the Group's local websites during the first part of 2013.

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.

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