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## **EUROPCAR GEARS UP FOR GROWTH**

Europcar, Europe's leading car rental company, has re-structured its business development team as part of a broader strategy to improve customer service, it was announced today.

The new business development team, covering the UK, will comprise ten regional managers, two national account managers and one national sales manager to support growing business in the fleet and travel markets.

To support the re-structure, Europcar has also appointed leading training partner, The Imagine Group, to provide an on-going development programme for its entire sales and business development team.

James Hall, national sales manager said: "We have strengthened Europcar's management structure to better reflect our customers' needs and are providing specific development training to ensure that we offer the highest levels of customer service and support.

"We will be taking a consultative not prescriptive approach to all customers with the aim of building long term partnerships based on mutual respect and trust."

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### **Notes to Editors**

#### **About Europcar**

Europcar, an international organisation founded in Paris in 1949, is the number one car rental company in Europe.

Europcar UK, based in Hertfordshire, carries out over one million rentals every year through its network of 126 stations situated strategically at airports and cities across England, Wales, Scotland and Northern Ireland.

Europcar UK is committed to delivering bespoke rental solutions to business and leisure customers, offering rental options of one hour to one year, with or without a driver, through its fleet of over 15,000 cars and vans.

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