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Europcar adds power and performance to its Selection fleet with a range of BMW models www.europcar.co.uk

Europcar, the leader in car hire services in Europe, is extending the range of Luxury and Fun vehicles available from its Selection fleet with the addition, of a range of BMW models. Giving drivers even more choice when it comes to a premium motoring experience, the five new models from BMW are now available for hire across the UK. Whether needing a car to impress for a business meeting, or wanting to arrive in style at a special event, customers will benefit from the VIP experience that is at the heart of Selection, including a dedicated booking website and specific model guarantee.

Travellers will be able to hire the BMW 1 Series, for a sporty hatchback that really has some power under the bonnet. The BMW 2 and 4 Series convertibles give drivers a chance to let their hair down. And for the serious executive, the BMW 3 or 5 Series are the perfect choice, when nothing but the best will do.

“BMW is the first name in quality and performance motoring for drivers who want to exude luxury and class,” said Ken McCall, Managing Director, Europcar UK Group. “These cars can take you from a high-powered business meeting to a special evening out or a weekend of indulgence, making them the perfect addition to the Selection fleet.

“The recently launched Selection service is designed to deliver a first class experience for motorists who want that bit more from their drive. And the addition of the BMW models reflect the premium service that is the hallmark of Selection. From a dedicated website to VIP counters at our locations and specific model guarantee, Selection provides a mobility experience that should be a pleasure for leisure and business travellers.”

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About Europcar Groupe

Europcar shares (EUCAR) are listed on the Euronext Paris stock exchange. Europcar is the European leader in vehicle rental service and is also a major player in mobility markets. Active in more than 140 countries, Europcar serves customers through an extensive vehicle rental network comprised of its wholly-owned subsidiaries as well as sites operated by franchisees and partners. In



in addition to the Europcar® brand, the company offers low-cost vehicle rentals under the InterRent® brand. A commitment to customer satisfaction drives the company and its 6,000 people forward and provides the impetus for continuous development of new services. The Europcar Lab was created to respond to tomorrow's mobility challenges through innovation and strategic investments, such as Ubeeqo and E-Car Club.

Contacts

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