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## Europcar helps motorists eliminate car ownership costs with new Long Term\* Fixed Rate solution

**Research\*\* reveals that 67% of motorists spend up to £500 a year on insurance – yet the majority use their car for less than 6 hours per week**

**[www.europcar.co.uk](http://www.europcar.co.uk)**

Europcar, the leader in car hire services in Europe has launched *Europcar Long Term\**, a new fixed rate product designed to give motorists fixed prices on monthly car hire. With rates starting at £360 per month\*\*\* for the mini category and a monthly mileage allowance of 2,520 miles, Europcar believes its new solution provides motorists with an ideal alternative to car ownership, maintenance and servicing costs. And unlike car ownership or leasing where you're stuck with the same car for years, drivers can change the vehicle every month. Alternatively, they can keep the same car for three months and have a free valet once per month.

Research\*\* commissioned by Europcar revealed that half of UK car owners are spending 10% of their monthly income on running their car but use it for less than an hour a day. And the cost of insurance further adds to the financial burden of car ownership with 67% of respondents saying that they spend up to £500 per year on their premium.

Yet, while motorists are all too aware of the increasing costs associated with car ownership, the need for access to a vehicle remains crucial. 44% of respondents admitted that they couldn't function without their car and public transport doesn't make the cut with 69% of women stating it was inconvenient and 45% of men saying it was too costly.

*Europcar Long Term*\* tackles the costs of car ownership head on – and makes it feel like you're driving a nearly new car all year round. Catering for all the family with unlimited free additional drivers\*\*\*\*, customers can change their vehicle every month, selecting from the Europcar fleet where the average age of vehicles is less than six months old.



For even more convenience *Europcar Long Term*\* includes Europcar's free deliver and collect service at the start and end of the rental, bringing the car to you at home or work. And unlike car leasing, the *Europcar Long Term*\* rate includes Europcar's Basic Protection package\*\*\*\*\* with the option to add Medium or Premium Protection\*\*\*\*\* at a discounted rate.

Plus all *Europcar Long Term*\* customers gain free membership to Europcar's Privilege Loyalty Scheme, allowing them to build tier points as soon as they hire.

"*Europcar Long Term*\* is the ideal solution for motorists looking for the flexibility of leasing but without being locked into a lengthy contract and having to be responsible for servicing and insurance", explained Robert Shaw, Operations Director, Europcar UK Group. "We believe that goes to the heart of the challenges many motorists are facing in balancing costs against ownership.

“Customers using *Europcar Long Term*\* can book and rent their car immediately, with no forms or credit checks - just a simple credit card payment. It’s ideal for motorists who don’t want to be pinned down to the long-term commitment of car ownership. Picking from a fleet that, on average, is less than 6 months old and with no yearly contract, customers can either change their vehicle every month or keep the same car for 3 months at a time and have a free monthly valet.”

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- \* For 28 to 84 days.
- \*\* Research commissioned by Europcar in May 2015 on a one poll survey of 2,000 respondents.
- \*\*\* Price based on 28 day rental.
- \*\*\*\* Subject to age limit.
- \*\*\*\*\* Basic Protection package limits financial liability in case of damage of the vehicle caused by collision, theft or attempted theft. The excess amount for Basic Protection varies depending on the vehicle category chosen.
- \*\*\*\*\* Medium Protection will reduce the excess to £250 while Premium Protection will reduce the excess to 0.

Full terms and conditions are available at [europcar.co.uk/longterm](https://europcar.co.uk/longterm)  
Hires are subject to availability and driver qualification.

## About Europcar

Europcar Groupe shares (EUCAR) are listed on the Euronext Paris stock exchange. Europe's leading vehicle rental service for more than 65 years, Europcar 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 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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