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London, August 21st 2017

Are we there yet?

Europcar UK keeps the kids entertained this summer

https://www.europcar.co.uk/

Europcar UK, a subsidiary of Europcar Group, the European leader in vehicle rental services and a major player in mobility markets, has teamed up with Toyota to take the pressure off parents travelling with children this summer. Designed to keep young travellers entertained, while helping them learn about eco-friendly cars, the Toyota 'Kids Pack' will be given to children travelling from airport destinations and includes a colouring book and pencils.

Children of families renting a car from the following airports: Luton, Stansted, Manchester, Birmingham, Bristol, Heathrow, Gatwick, Edinburgh and Glasgow will be lucky enough to receive an entertainment pack from Europcar's Welcome Hosts. The pack, entitled 'Will you drive an Eco-car when you grow up', explains how hybrid cars and hydrogen fuel cell cars are powered. It also gives kids the chance to enter a competition* to win Arco, the cuddly polar bear from luxury toy retailer Steiff, by drawing what they think cars will look like in the future. From how they are fuelled to whether they are flying above us or swimming in the sea, children have the freedom to design whatever they like.

Gary Smith, Managing Director of Europcar Group UK says, "Keeping the children entertained is one of the big challenges parents face on the summer getaway. Whether drivers are renting a car from Europcar UK to drive the short journey home from the airport or if they are renting a car for a British staycation, there's no doubt that children's entertainment is high on the list of priorities. Europcar UK and Toyota's entertainment pack should help put a stop to the endless cries of, "Are we there yet?" and encourage children to learn about eco-friendly cars and to show off their creativity."

Europcar UK has over 250 locations across the UK and the widest choice of vehicles. Customers can also benefit from Europcar's Deliver & Collect service making it the ideal choice for busy families at any time of year.

*Competition terms and conditions. Drawings of the car must be sent to the following freepost address:

Toyota GB PLC – Fleet department
RTXK-TTEB-TTTH

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Entries must include the name and age of the child, and the parent or guardian's name, telephone number and address written clearly on the back.

Children aged 16 and under are eligible to enter the competition. All entries must be received 3rd October and a prize draw of the entries will be held within 10 days. The winner will be drawn at random, and contacted to confirm their address details. Arco will be sent by post.

For further terms and conditions please visit toyotalexusfleet.co.uk/Europcar.

Adults may also tweet pictures, make sure to include @ToyotaGB and @Europcar.

Ends

About Europcar Group

Europcar Group is listed on Euronext Paris. Europcar is the European leader in vehicle rental service and is also a major player in mobility markets. Active in more than 130 countries and territories, including nine subsidiaries in Europe and two in Australia and New Zealand, Europcar serves customers through an extensive vehicle rental network comprised of its wholly-owned subsidiaries as well as sites operated by franchisees and partners.
The group operates mainly under the Europcar®, InterRent® and Ubeeqo® brands. Customer satisfaction is at the heart of the group's mission and all of its employees, this commitment fuels the continuous development of new services.
The Europcar Lab, based in Paris, was created to better grasp tomorrow's mobility challenges through innovation and strategic investments, such as Ubeeqo, E-Car Club or Brunel.

Contacts

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