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Manchester, October, 12 2017

EUROPCAR-GO ULTRA LOW ELECTRIC VEHICLE ROADSHOW LAUNCHES IN MANCHESTER – THE SUSTAINABLE MOBILITY VISION INTO THE FUTURE
www.europcar.co.uk/evroadshow

The Europcar-Go Ultra Low Roadshow, is launching in Albert Square, Manchester city centre today (12th October), giving local residents, visitors and businesses the opportunity to experience electric motoring first-hand. The event, supported by Manchester City Council and Transport for Greater Manchester (TfGM), sets out to dispel some of the myths about electric motoring and encourage the population of Greater Manchester to embrace electric as a key part of the future of sustainable travel.

Visitors to the show have the chance to test drive the newest electric cars on the market and put their driving skills to the test in a **Formula E** electric street racing series simulator, with the opportunity for 20 lucky motorists to win a Renault Zoe for the weekend.

Gary Smith, Managing Director of Europcar UK stated: "Europcar UK is excited to partner with Go Ultra Low to showcase electric vehicle technology to the people and businesses of Greater Manchester and we appreciate the tremendous support of Manchester City Council and Transport for Greater Manchester in launching this event.

"Europcar UK believes electric vehicles are a key component in any effective strategy to reduce emissions and improve air quality. They also make business sense by offering sustainable mobility and a healthy future."

Poppy Welch, Head of Go Ultra Low, said: "We're delighted to be partnering with Europcar UK, with support from Manchester City Council and Transport for Greater Manchester to deliver this electric test drive event.

"Month after month we're seeing record levels of registrations, demonstrating that the public awareness and appetite for electric and plug-in vehicles is growing. They are fast becoming a serious consideration for an increasing number of motorists who are switching on to the cost-saving and environmental benefits of driving an electric car. With fully electric cars able to go further than ever, and an increasing number of plug-in hybrids on the market offering motorists the best of both worlds, it is harder than ever to ignore the benefits these cars bring."

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Councillor Angeliki Stogia, Manchester City Council's Executive Member for the Environment and Skills, said: “The Europcar-Go Ultra Low Electric Vehicle Roadshow will demonstrate how - as well as being fun to drive - electric vehicles are an important part of Manchester’s strategy to improve local residents' health and quality of life, while also enabling sustainable economic growth.

"By hosting this event, Manchester is again leading the way in promoting a low emission culture, for the benefit of everyone who lives and works in the city."

Helen Smith, Head of Logistics & Environment at TfGM, added, “Greater Manchester’s Transport Strategy 2040 sets out a clear ambition to shift to a fully electric small vehicle fleet in order to meet our carbon emissions and air quality objectives whilst still ensuring mobility and connectivity to meet local needs.

“Greater Manchester is investing in a comprehensive electric charging network, so electric vehicles are becoming an increasingly viable option, with real environmental and economic benefits.

“Alongside improved, low-emission public transport and better infrastructure to encourage more cycling and walking, electric vehicles are an important part of the region’s plans for a more sustainable transport network addressing the key challenges of air pollution and carbon emissions.”

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.

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About Go Ultra Low

The Go Ultra Low campaign aims to increase purchase consideration of electric vehicles by helping motorists understand the benefits, cost savings and capabilities of the wide range of plug-in and hydrogen-powered vehicles on the market. The campaign works to educate public and fleet audiences about these vehicles, addressing myths and highlighting benefits, including how they offer competitive practicality for private and business users.

GoUltraLow.com provides a one-stop shop for information about owning and running electric vehicles, the makes and models available, and the locations of the thousands of publicly-accessible chargepoints.

Website: www.GoUltraLow.com
Twitter: @GoUltraLow
Facebook: www.facebook.com/goultralow
LinkedIn: www.linkedin.com/company/go-ultra-low
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