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DIESEL STILL PREFERRED BY CAR HIRE CUSTOMERS

Europcar UK analysis of customers of 'Model Guaranteed' service sees diesel the preferred choice – and appetite for electric slowly building

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 released new data* about the fuel and transmission preferences of customers using its 'Model Guaranteed' service. Perhaps surprisingly given the current focus on the environmental impact of diesel, the majority of customers using the service said they preferred this fuel option to others.

Nearly two thirds of motorists (63%) surveyed by Europcar UK said they would prefer diesel when hiring a car. However 78% said they would not want to hire electric.

"We are working hard to overcome motorists' 'range anxiety' about electric vehicles", explained Gary Smith, Managing Director, Europcar UK Group. "It is also interesting to see the continued appetite for diesel despite recent government and media focus on this fuel. It appears that UK motorists are wise to the fact that the newest diesels – Euro 6 - which make up all of the Europcar UK fleet are widely regarded as delivering great fuel economy as well as reducing CO2 emissions."

The Euro 6 standard introduced in September 2015 aims to reduce levels of harmful car and van exhaust emissions, both in petrol and diesel cars. And the government's recently published proposals for improving air quality across the UK clearly state that the new Euro 6 diesels will not face any penalty charges anywhere in the UK.

Available from many of the UK's busiest airports, Europcar's 'Model Guaranteed' service, makes the journey even easier for leisure drivers and business travellers alike by guaranteeing that the driver will get exactly the model they booked.

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Europcar UK's Model Guaranteed service now includes the following cars:

- **VW Golf Manual –** Heathrow, Gatwick, Edinburgh, Glasgow, Bristol, Luton, Manchester, Stansted, Liverpool, Aberdeen, Inverness, Birmingham, Belfast City & International, Southampton and Newcastle airports
- **VW Golf Automatic -** Heathrow, Gatwick, Edinburgh, Glasgow, Bristol, Luton, Manchester and Stansted airports
- **Mercedes A Class -** Heathrow, Gatwick, Edinburgh, Glasgow, Bristol, Luton, Manchester and Stansted airports
- **Audi A1 Manual** – London Heathrow and Gatwick airports
- **VW Tiguan manual** – Edinburgh and Glasgow airports
- **Nissan X-Trail manual** – Edinburgh and Glasgow airports

"Some people want to book a model with which they are already familiar for a stress-free drive; others want to know that their hire car will give them the capacity – for people and luggage – that they need", added Gary Smith. "With at least 24 hours' notice, Europcar customers can book the specific make and model of car they want, knowing that's what they'll get and that it will fit their requirements for a stress-free trip."

*Europcar analysis of customers, conducted February 2017

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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

For further press information please contact the Europcar UK Press Office:
Madeleine Roles, Charlie Hart, Lucy Wright or Wendy Harrison
020 8977 9132
europcarukteam@harrisonsadler.com