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PAY-BY-THE HOUR MOBILITY SERVICE LAUNCHED IN HIGHLANDS & ISLANDS

Groundbreaking pay-by-the-hour service – accessing hybrid and electric vehicles – makes it easier for visitors to get around Highlands & Islands

hourlyhire.europcar.co.uk

Europcar UK, subsidiary of Europcar Group, the European leader in vehicle rental services and a major player in sustainable mobility markets, is tackling the lack of transportation choice for people visiting hard-to-access communities in Scotland. Combining traditional daily rental logistics with innovative car-sharing technology, Europcar UK is launching a ground-breaking pay-by-the hour vehicle hire service, Europcar Hourly Hire, accessible from a number of downtown locations, including Inverness, and many local airports in the Highlands & Islands.

Tapping into the latest low-emission vehicles – including the all-electric Renault ZOE– the new initiative has been developed in partnership with Highlands & Islands Airports Limited. "This is a landmark, sustainable mobility solution for an area of the UK that has limited public transport infrastructure", said Gary Smith, Managing Director, Europcar UK Group. "By providing flexible access to vehicles, we believe we are bringing a new, low-impact and low cost travel option to the region."

The new pay-by-the-hour service, accessible from downtown in Inverness as well as Inverness, Stornoway, Sunburgh, Kirkwall, Wick and Dundee airports is offering both hybrid and electric vehicles, improving the overall experience for visitors – for business and leisure - to the Highlands & Islands.

"This initiative also builds on Europcar's already strong presence in Scotland" continued Gary Smith. "In particular, sister company E-Car Club has a growing car-sharing operation in key Scottish locations including Stirling, St Andrews and the Western Isles."

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Becoming a member of Europcar Hourly Hire is easy: simply visit hourlyhire.europcar.co.uk and enter your details, which only takes a few minutes. After this your license and payment details are processed (just once) and you're sent login details to the booking site and an RFID card; allowing you to book and access vehicles on a 24/7, self-service basis. Lifetime membership to Hourly Hire usually costs £50; however there's a limited half price joining fee offer which expires on 15/01/2017. Visit hourlyhire.europcar.co.uk for more information.

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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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