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London, August 23rd 2017

Do drivers know their road signs?

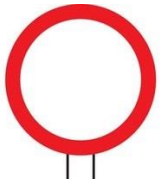
As Brits prepare for the Bank Holiday weekend, Europcar UK research reveals that almost half do not know the meaning of some of the most common road signs

www.europcar.co.uk

With the Bank Holiday weekend set to see many families heading on the roads – either to return from the summer vacation or get a last break before the kids head back to school – it seems that almost half of UK drivers are not sure about what some of the country's most common road signs mean.

In the Europcar UK commissioned research*, drivers were asked to identify 8 road signs including signs for 'no-bus zone', 'uneven road' and 'no through road'. Reassuringly, 9 in 10 drivers could correctly name the 'lane closure' sign on motorways. However, 40% of drivers confused a 'bump in the road' with a 'speed bump' sign.

Road signs drivers were tested on and average percentage of correct answers

No bus zone	**No through road**	**Lane closed**	**Uneven road**
30%	73%	91%	55%
A level crossing without barriers	 **No vehicles past this point**	**No stopping**	**Vehicles may pass either side**
43%	23%	38%	82%

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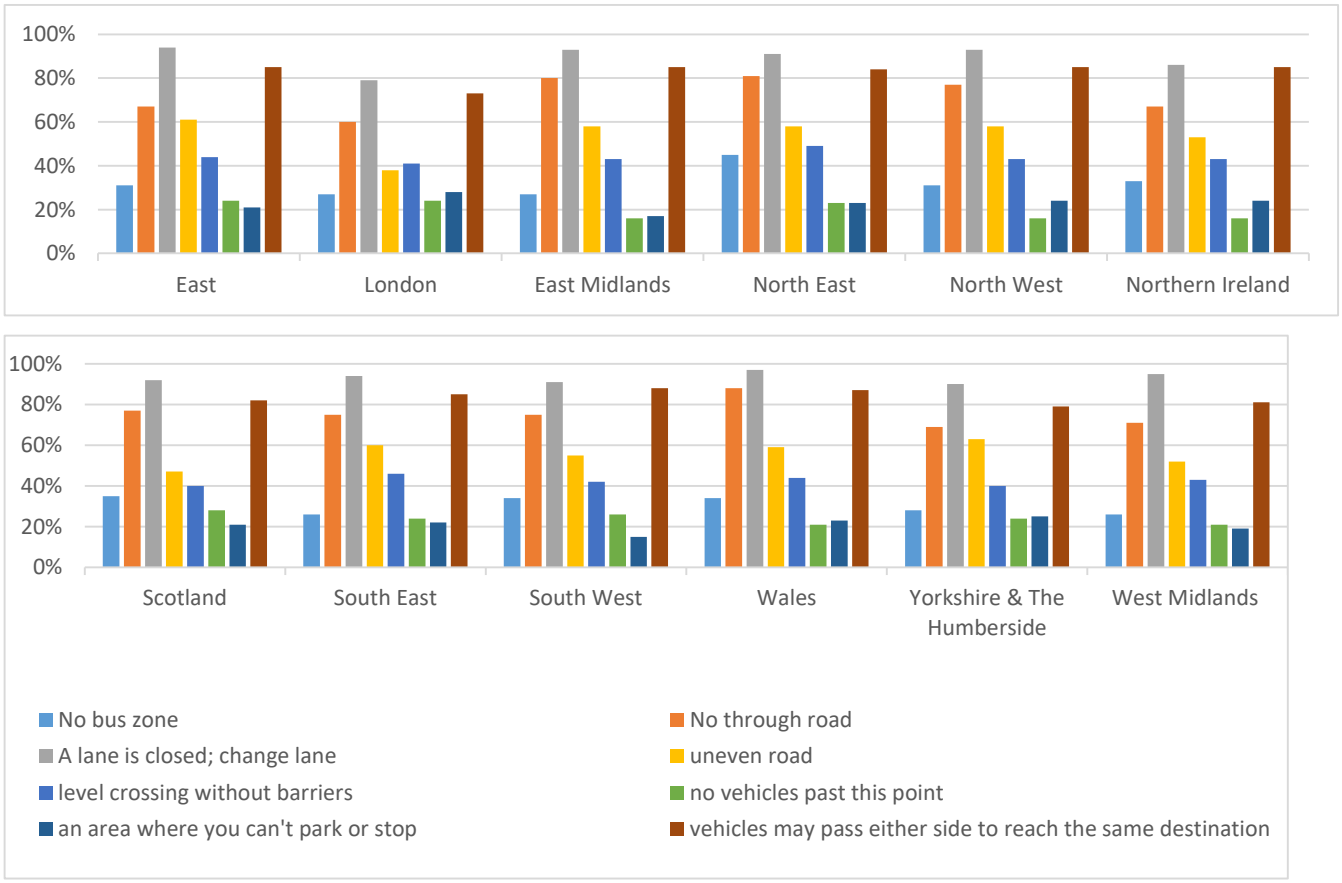
Regionally, motorists from the North East and Wales scored the highest overall, correctly answering 5 of the questions on average compared to drivers in London who answered less than half the correct answers. Just 26% of drivers in the West Midlands and South East recognised the sign which identified a 'No bus zone'. It was the 'No Vehicles past this point' sign which drivers in the North West and East Midlands struggled with - just 16% correctly named it.



"With hundreds of signs frequenting the UK's roadside, it's understandable that drivers can end up getting a little lost with their meanings", said Gary Smith, Managing Director of Europcar UK Group. "Although Europcar UK can't help drivers to identify road signs on their journey, we can give drivers one less thing to worry about knowing they'll be travelling in a vehicle with plenty of space for the whole family to get away this Bank Holiday weekend."

**Survey conducted May 2017 by Censuswide – sample 2,001*

** http://www.highwaycodeuk.co.uk/signs-and-signals.html

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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

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