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London, 10th August 2017

FAST FOOD IS A FIRM FAVOURITE FOR UK MOTORISTS

Europcar UK reveals almost 90% of drivers pick a service station based on their favourite fast food outlet

www.europcar.co.uk

New research* from Europcar UK, a subsidiary of Europcar Group, the European leader in vehicle rental services and a major player in sustainable mobility markets, reveals that 90% of UK drivers will choose which service station they stop at based on their favourite fast food outlet.

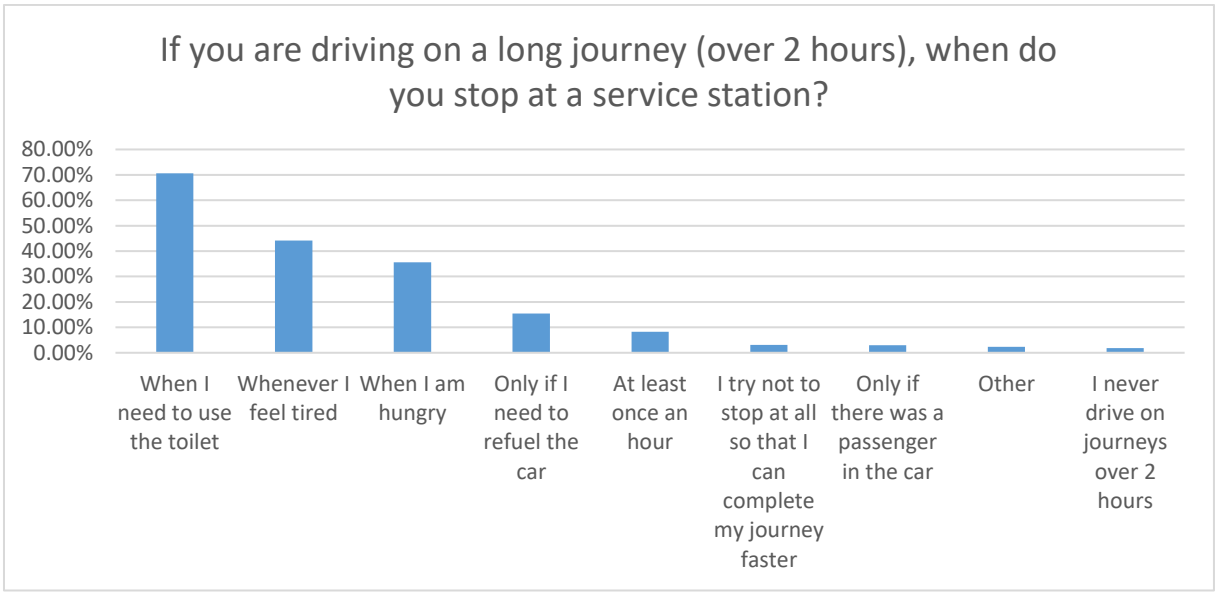
However, despite fast-food chains topping the chart for the most in-demand service station food outlets, drivers chose Tebay (on the M6) and Gloucester (on the M5) services as their top choice of service station. Hailing from the same family-owned business – Westmorland – both stations offer drivers an alternative to the typical service station fare - selling fresh, locally sourced produce to take away or enjoy in the farm shop-style café. But with 97 service stations currently operating on UK motorways**, it seems that the traditional services offering fast-food, petrol and shops are here to stay.

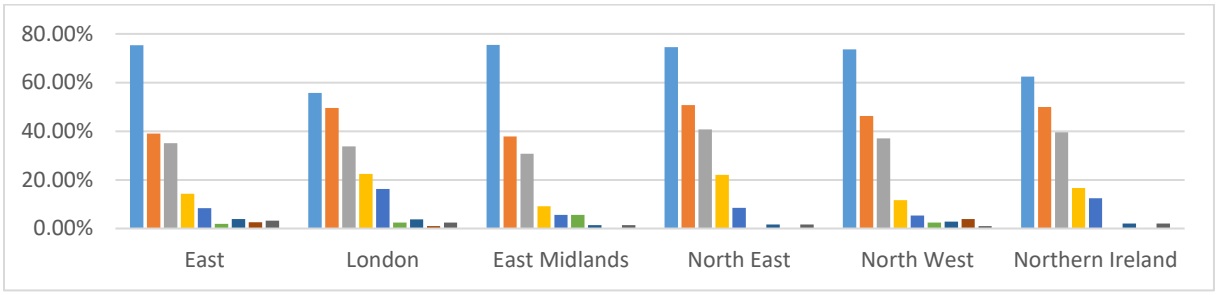
“Fast-food joints are often a hit for the whole family, even the most unadventurous eaters among us. Though fast-food at the nearest service station may be a welcome treat for families on the road this summer, sometimes we just want something a little healthier,” says celebrity chef and resident chef on ITV’s *This Morning*, Phil Vickery. “They may be few and far between but services – such as Tebay and Gloucester – are now reacting to the public’s asks for fresh, wholesome food to energise them on their journey. Let’s hope in future there are many more service stations on the UK’s motorways offering quality food on the move.”

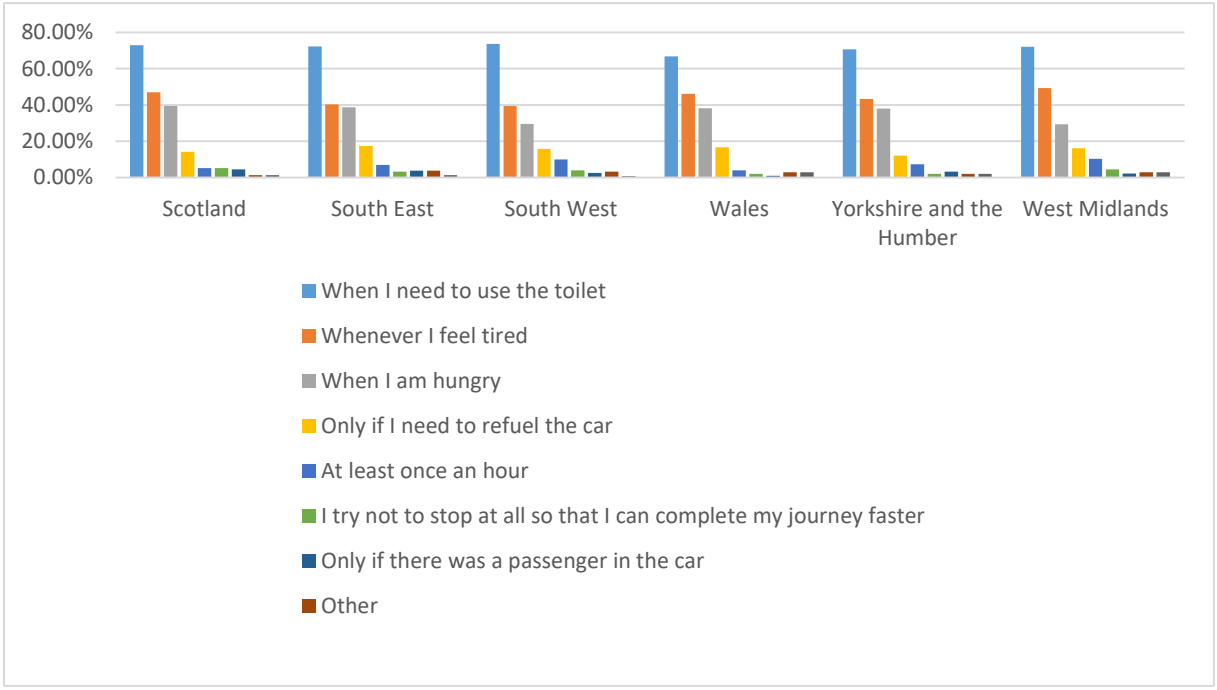
Over a third of drivers said the choice of a variety of places to eat is the most important thing to them when visiting a service station. However, for 64% of motorists the cleanliness of the bathrooms is top of their wish list for their chosen service station. Indeed, clean toilets are vital, as more than 7 in 10 drivers surveyed by Europcar admitted that they only take a break on a long journey when they need the toilet.

The importance of taking regular breaks on long journeys doesn’t, however, seem to be recognised by the majority of UK motorists. Just 16% said they factor in a stop on a long

journey every two hours. And a quarter said they only stop to use the toilet and then continue their journey as quickly as possible – which probably means they are not having a good rest.







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"Long journeys in the car can be tiring, so it's important that drivers give themselves a chance for a decent break", said Gary Smith, Managing Director, Europcar UK Group. "Using a vehicle that has all the latest motoring technology and is fully maintained and regularly serviced is also important for a stress-free journey, which is why we encourage holidaymakers to leave the family car at home and hire for the big summer trip."

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

**http://motorwayservicesonline.co.uk/Help:FAQs

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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.

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