

Europcar Mobility Group showcases its mobility solutions in various European cities during European Mobility Week and focuses on boosting Ubeeqo's visibility in Paris

Europcar Mobility Group is one of the major players in the mobility sector, via its 16 wholly-owned European subsidiaries. The Group has significantly diversified its activities since 2014 to become a global provider of mobility solutions, providing a wide range of services in every country in which it operates including car, van and truck rentals, as well as chauffeur services, car-sharing, scooter-sharing and, last but not least, car rentals between private individuals. Notably, Europcar Mobility Group owns the Ubeeqo, Bluemove, E-Car Club, GoCar, Scooty and Brunel* brands in the urban mobility or "new mobility" sector.

European Mobility Week – from 16-22 September – an opportunity for Europcar Mobility Group to show new mobility solutions

The purpose of European Mobility Week is to promote best transport practices, in order to reduce greenhouse gas emissions. The event especially encourages the general public and local authorities in Europe to choose alternative transport methods instead of owning private cars. This year, the theme of this pan-European event is "Mix and Move", and emphasises multi-modality.

"Our customers' expectations and needs are rapidly evolving, and we all know now that the traditional model of owning a car doesn't fit-for-all anymore. Furthermore, thanks to technology and digital innovation, there are now many other smart and cost-effective solutions to get from one point to another, and that's what really matters for people.

As a mobility service company, we want to offer attractive alternative solutions to vehicle ownership. With the massive urbanisation and climate change problems, we clearly want to be part of the solution – a solution that will be multi-modal" - Caroline Parot, CEO of Europcar Mobility Group.

Ubeeqo, a subsidiary of Europcar Mobility Group, is implementing a number of initiatives during European Mobility Week

Ubeeqo, the market leader in the loop car-sharing sector in Paris, operates in 11 major European cities and wants to step up to the plate in Paris, with the Group's support. This means the Ubeeqo fleet will expand significantly by the end of the year, increasing from 320 to 600 vehicles - 1 out of every 4 vehicles will be electric.

Ubeeqo answered Paris City Council's invitation to take part in the Shared Mobility Showroom during European Mobility Week. The event was held in the forecourt of the Town Hall of the city's 4th District in Place Baudoyer on Sunday 16 September and provided an opportunity to show Paris residents how to book a car easily and quickly directly from their smartphones.

Currently, Ubeeqo's offering comprises around 400 cars split between over 100 underground car parks, or the roadside in Paris and the inner suburbs. The idea is to guarantee a car park less than 500m away from every Paris resident's home or workplace. And the Ubeeqo app enables someone to reserve a

nearby car in just a few clicks, to open the vehicle with their smartphone or their *Navigo* pass, drive it, and then be invoiced for the usage period, with full peace of mind.

During European Mobility Week, Ubeeqo is raising awareness of its services, including a campaign on the Paris subway, an increased digital presence showcasing special Mobility Week banners and reinforcement of its presence on search engines as well as street-marketing events along with social media campaigns aimed at extolling the benefits of car-sharing. In addition, promotional codes will enable Ubeeqo to reward its existing customers for their loyalty, and give new customers the chance to try the service.

Other Europcar Mobility Group activities planned in Europe during European Mobility Week:

- The Group is attending the Lisbon Mobi Summit in Portugal and taking part in the “Shared Mobility” Conference. It has also organised an electric vehicle test drive for Lisbon residents, well as a scooter parade.
- The Group is taking part in the “Mobility Village” in Brussels and Antwerp under the Scooty brand. Ubeeqo will take part in this event in Brussels in partnership with Elec Road (scooter rentals). Ubeeqo and Scooty will also team up to promote understanding of mobility challenges and solutions via the “Maestromobile VIP” game, in which various figures from the political world and leaders will be invited to take part. The week will end with a “mobility speed-dating event” organised by the Brussels Chamber of Commerce, where Europcar Mobility Group will set out all of its solutions in Belgium.
- In Italy the Group is taking advantage of European Mobility Week by introducing Ubeeqo, which began operating in Milan in 2017. Promotional codes are being offered to new and existing customers, with students one of the main targets through various partnership agreements between Ubeeqo, universities and advanced educational institutes in the Milan Region. These partnerships will give conferences about shared mobility and “special student” promotional codes.
- In the UK, Europcar Mobility Group attended the Watford Jobs Fair, promoting the Europcar, Ubeeqo, and E-Car Club brands. The event, sponsored by the Minister of Trade and Industry, connects job seekers to potential employers. Europcar Mobility Group highlighted the benefits of car-sharing to the general public during this event, including providing the facility to test electric vehicles in car-sharing mode.

**alongside the traditional car rental brands in Europcar Mobility Group’s portfolio, e.g. Europcar, Goldcar, InterRent, and Buchbinder.*

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About Europcar Mobility Group

Europcar Mobility Group is one of the main operators in the mobility sector, and is a company that is listed on Euronext Paris.

Europcar Mobility Group's mission statement is to be its customers' preferred "mobility service company", by offering attractive alternative solutions to owning a car, including a broad range of mobility services, such as car rentals, utility vehicle rentals, chauffeur services, car-sharing, or car-rentals between private individuals. Customer satisfaction is the focal point of the Group and all of its employees' aims, and this commitment drives the ongoing development of new services.

Europcar Mobility Group operates via four different brands, so as to meet the specific requirements of each customer; its four major brands are: Europcar® - the European car rental market leader, Goldcar® - the largest low-cost vehicle rental company in Europe, InterRent® - a mid-tier brand intended for leisure customers, and Ubeeqo® - a European company that specialises in managing car fleets and mobility solutions intended for companies and the general public.

Europcar Mobility Group offers its various mobility solutions and services throughout the world via a vast network covering 133 countries (including 16 wholly-owned subsidiaries in Europe, and two in Australia and New Zealand, franchisees, and partners).

You can find further information at:

www.europcar-mobility-group.com

www.ubeeqo.com

The Ubeeqo application is available on the AppStore and on GooglePlay.