

*London, April, 12 2018*

## BOOK CAR HIRE EARLY WITH EUROPCAR UK FOR THE GREAT BRITISH STAYCATION

## Up to 40% off Summer UK car hire

<https://www.europecar.co.uk/deals/spring-summer>

According to new research, the UK looks set to be the most popular destination overall for holidays in 2018, with two-thirds (66%) planning a UK break\*. It would seem that 2018 could be the year for the staycation and Europcar UK, a subsidiary of Europcar Group, a major player in mobility markets is helping holidaymakers keep costs down with a discount of up to 40% off car rental. This is for UK reservations taken up to 31<sup>st</sup> August 2018. The offer lasts until the 22<sup>nd</sup> April, encouraging travellers to book early so they can explore the UK for less this summer.

Gary Smith, Managing Director for Europcar UK Group explains “The British appetite for the UK staycation is evident, with two thirds of people planning to explore the plethora of distinctive destinations across the British Isles.”

Whether it's a trip along the fantastic Cornish coastline or a rural getaway in the mountains of Wales or Scotland, Europcar has a vehicle to suit the needs of all its customers. And with up to 40% off Europcar rentals for a limited period, the UK staycation is better value than ever.

Europcar has over 200 locations across the UK and the widest choice of vehicles. Customers can benefit from Europcar's Deliver & Collect service, making it the ideal choice for busy families at any time of year. Europcar vehicles are fully covered by 24 hour roadside assistance at no extra cost, as well as a damage liability and theft waiver, for added peace of mind on long journeys.

Europcar's UK early bird discount is valid for bookings made before 22<sup>nd</sup> April for reservations in the UK up to 31<sup>st</sup> August 2018. Excluding 04.05.2018 - 07.05.2018 and 25.05.2018 - 28.05.2018 and including vehicles from the standard car fleet only.



\*Source: ABTA research.

[https://abta.com/assets/uploads/general/ABTA\\_Travel\\_Trends\\_Report\\_2018.pdf](https://abta.com/assets/uploads/general/ABTA_Travel_Trends_Report_2018.pdf)

**Ends**

### **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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