

*London, 20<sup>th</sup> November, 2018*

## It pays to be prepared - Europcar urges SMEs in the UK to consider rental ahead of the winter weather

<https://www.europcar.co.uk/>

With winter well and truly setting in, and a cold spell of weather on the way for the UK this week<sup>1</sup>, the weather over the colder months can be unpredictable. Over the past few years the UK has been subject to flash flooding, heavy snowfall and high wind. Keeping a fleet on the road and ensuring drivers are safe through winter is one of the challenges smaller businesses face at this time of year.

In 2017, November saw the highest rate of accidents on the UK roads, with almost 10%<sup>2</sup> of accidents occurring as the cold weather set in. Europcar (part of Europcar Mobility Group) is advising businesses in the UK to keep employees safe on the roads this season by opting for rental.

SMEs have a duty of care to make sure drivers stay safe when driving for work. However, if drivers are using their own vehicles there is little guarantee they are maintained to a high enough standard to eliminate them breaking down at the side of the road. And for businesses with just a small number of vehicles, accidents or breakdowns could have a massive impact on productivity.

Vehicle rental is a great solution to tackle driving in difficult winter conditions as it gives SMEs access to a wide range of vehicles at short notice. And, because Europcar has a fleet fully covered by 24-hour roadside assistance, at no extra cost, firms gain the peace of mind they need when it comes to keeping their drivers safe this winter.

During winter it pays to be prepared for any inclement weather change. The following tips help SMEs operate safely this winter:

- Fleet managers and decision makers should make sure there are plans in place to prepare for winter weather, taking into consideration the individual needs of employees and analysing their mobility needs.

<sup>1</sup> <https://www.metoffice.gov.uk/>

<sup>2</sup> [http://data.dft.gov.uk.s3.amazonaws.com/road-accidents-safety-data/dftRoadSafetyData\\_Casualties\\_2017.zip](http://data.dft.gov.uk.s3.amazonaws.com/road-accidents-safety-data/dftRoadSafetyData_Casualties_2017.zip)



