

London, 20th November, 2018

It pays to be prepared - Europear 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 week¹, 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%² of accidents occurring as the cold weather set in. Europear (part of Europear 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 Europear 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.

•

https://www.metoffice.gov.uk/

² http://data.dft.gov.uk.s3.amazonaws.com/road-accidents-safety-data/dftRoadSafetyData Casualties 2017.zip



- For drivers, it pays to be prepared. Getting up 10 minutes early ensures there is enough time to check over their vehicle and ensure it is fully defrosted before setting off on their journey.
- Planning a route to favour major roads means they are more likely to have been cleared and gritted.
- Drivers should make sure they let the company know their movements, when they are setting off and when they expect to arrive and schedule journeys to allow time for sufficient rest stops, and take account of weather and traffic conditions.
- It's worth remembering stopping distances are 10 times longer in ice and snow.
 Gentle manoeuvres are the key to safe driving.

Sam Sterry, Head of SME at Europear Mobility Group in the UK, says "Europear maintains a fleet of vehicles that are, on average less than 6 months old and fitted with the latest tech meaning vehicles can meet seasonal demands without changes in weather impacting on their productivity. While it's not commercially viable for small businesses to run a fleet that can cope with any weather extremes, vehicle hire solves this problem."

End

Contacts

For further press information please contact the Europear UK Press Office:

Lucy Wright, Patrick Moorcroft or Wendy Harrison 020 8977 9132

europcarukteam@harrisonsadler.com

About Europear Mobility Group

Europear Mobility Group is a major player in mobility markets and listed on Euronext Paris.

The mission of Europear Mobility Group is to be the preferred "Mobility Service Company" by offering alternative attractive solutions to vehicle ownership, with a wide range of mobility-related services: cars rental, vans and trucks rental, chauffeur services, car sharing, scooter sharing and peer-to-peer car sharing.

Customers' satisfaction is at the heart of the Group's mission and all of its employees and this commitment fuels the continuous development of new services.

Europear Mobility Group operates through multi brands meeting every customer specific needs; its 4 major brands being: Europear® - the European leader in vehicles rental services, Goldcar® - the most important low-cost car rental company in Europe, InterRent® – a 'mid-tier' brand focused on leisure and Ubeeqo® – one of the European leaders in car sharing for both businesses and end-customers market.

Europear Mobility Group delivers its mobility solutions worldwide solutions through an extensive network in 133 countries (including 16 wholly owned subsidiaries in Europe, 2 in Australia and New Zealand, franchises and partners).

Further details on our website:

www.europcar-mobility-group.com

europcar.co.uk



About Europear Mobility Group in the UK

Europear Mobility Group in the UK encompasses the Europear, Goldcar, InterRent, Ubeeqo, Ecar and Brunel brands.

With the Europear brand, Europear Mobility Group in UK supplies a range of car and van rental solutions to individuals and corporates. The Europear fleet in the UK has a peak vehicle fleet in excess of over 52,000 cars and 8,000 commercial vehicles.