



## PRESS RELEASE

### EUROPCAR UK JOINS NECTAR TO GIVE CAR HIRE CUSTOMERS MORE REWARDS

**22<sup>nd</sup> January 2018** - Europcar UK, subsidiary of Europcar Group, the major player in mobility markets, has joined market leading loyalty programme, Nectar, to give travellers more chances to collect points.

Whether travelling by plane, train or car this year, Nectar customers can now use their cards to collect points when on the go. Travellers booking car or van hire in the UK either online or on the phone with Europcar UK will collect 1 point for every pound spent.

**Gary Smith, Managing Director, Europcar UK Group** said: "As the UK's largest loyalty scheme, it is tremendously exciting for us to be partnering with Nectar. Now Nectar cardholders can earn points for every part of their journey. And the launch offer is especially exciting, giving Europcar customers the chance to earn even more Nectar points to go towards future purchases."

**James Moir, Nectar Managing Director** added: "Our new partnership with Europcar UK is a great addition to Nectar. As our collectors start to think about booking their summer holidays we're delighted to be able to offer an even more comprehensive set of travel partners where they can earn and redeem their points."

-Ends-

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**Notes to Editors:****About Nectar**

Nectar, the United Kingdom's leading coalition loyalty programme, is owned by Aimia, a data-driven marketing and loyalty analytics company.

In 2017, Nectar celebrates 15 years of rewarding British shoppers and has given back £3billion of rewards to collectors, including money off shopping, travel, days out and cinema tickets.

20 million collectors earn Nectar points when shopping for groceries, booking a holiday and buying petrol.

Collectors also earn Nectar points every time they shop online via [nectar.com](http://nectar.com) at around 500 leading online retailers. For more information about Nectar, please visit [www.nectar.com](http://www.nectar.com)

**About Europcar Group**

Europcar Group is a major player in mobility markets and is listed on Euronext Paris. The Group's mission is to be an attractive alternative to car ownership by providing a wide range of mobility solutions: car rentals, vans & trucks, chauffeur service, car-sharing or peer-to-peer. Customer 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.

The Group operates through multi brands meeting every customer's specific needs: Europcar® - the European leader in vehicle rental services; Goldcar® - Europe's largest low-cost car rental company; InterRent® - value for money brand targeting leisure customers and Ubeeqo® - a European company specialising in fleet and mobility solutions for both business and end-customers markets.

The Group delivers its mobility solutions worldwide through an extensive network in 130 countries and territories (including 14 wholly-owned subsidiaries in Europe and 2 in Australia and New Zealand, franchisees and partners).