

London, March 14th 2018

71% of Brits crave an extra hour in bed

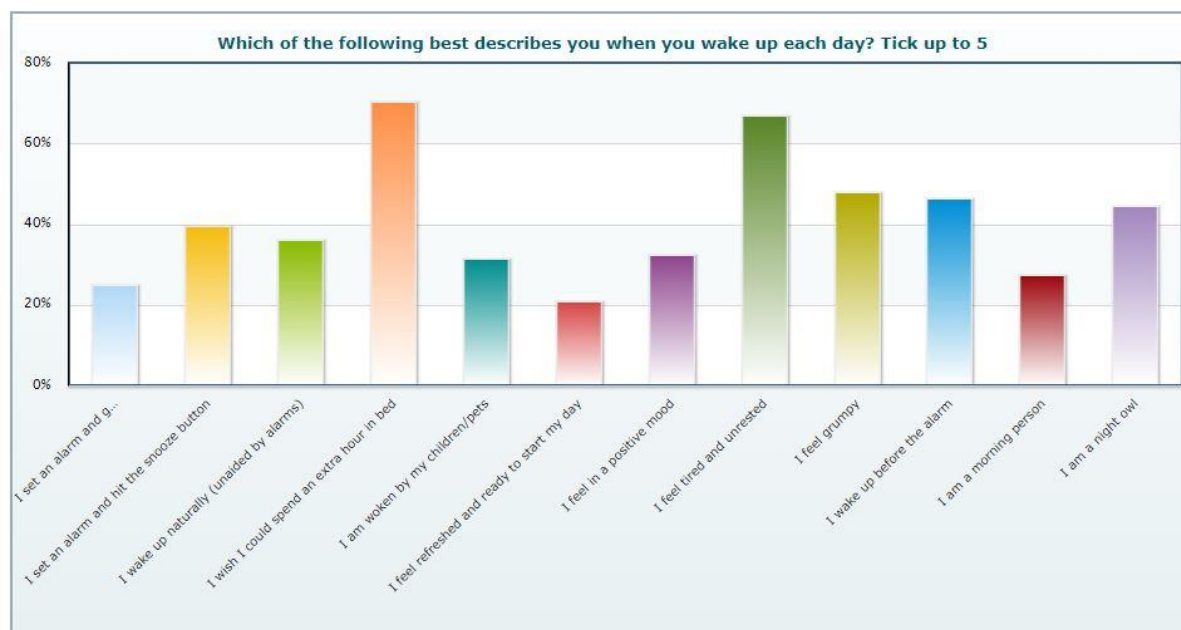
New research from Europcar UK reveals the bedtime habits of Brits

<https://www.europcar.co.uk/services/car-delivery-service-deliver-and-collect>

Struggling to catch some zzz's? You're not alone - new research¹ from Europcar UK reveals that 71% of brits would value an extra hour in bed each night. With World Sleep Day² just around the corner, on Friday 16th March, Europcar UK has delved into the bedtime rituals of Brits to determine what's affecting sleep time habits.

When asked what best describes how they feel when they wake up each day:

- 71% wish they had an extra hour in bed
- Almost 7 in 10 (67%) rouse feeling tired and unrested
- Almost half of respondents confessed to feeling grumpy when they wake up
- 45% consider themselves night owls
- 74% of women compared to 58% of men wake up feeling tired and unrested.



¹ Survey conducted in March 2018 by Gorkana Surveys – Sample 200

² <http://worldsleepday.org/>



Europcar UK also asked what changes could improve the quality of people's sleep. Top of the list, with 35% of respondents in agreement, was going to bed at the same time every night and turning off screens an hour before bed time. Avoiding caffeine and alcoholic drinks before bedtime works for over a third of respondents (34%) while doing more exercise (32%) and reading a book (31%) are among the top solutions for a blissful snooze. Just 1 in 10 people (10%) say they sleep well each night.

It seems that Scots are more aware of the impact screen time can have on quality of sleep with 56% of respondents from Scotland saying that turning off screens before bed would improve their sleep compared to just 25% of people in the South East of England. 60% of sleepers from the North East say that reading a book before bed helps them to nod off, whilst only 10% from the Midlands believe this would help.

“Many of us struggle to get 8 hours sleep each night and wake up feeling rested each morning”, said Gary Smith, Managing Director of Europcar UK Group. “So, to give travellers the luxury of an extra hour in bed, Europcar UK’s Deliver & Collect service delivers their rental car straight to their door and collects it again. We do the tedious job of negotiating traffic so that our customers have the chance to enjoy their morning wake up. After all, our survey showed that 19% of respondents sleep better knowing they have an extra hour in bed to look forward to the next day!”

Starting at just £5, Europcar UK will deliver the car to customer's front door and collect at the end of the rental, from any UK home or business address. The Deliver & Collect service saves both the time and money of travelling to the hire centre and gives customers the ultimate convenience of having the car delivered to them.

For full details please visit: <https://www.europcar.co.uk/services/car-delivery-service-deliver-and-collect>

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

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

Madeleine Roles, Lucy Wright or Wendy Harrison

020 8977 9132

europcarukteam@harrisonsadler.com