



London, 30th October 2018

Europcar puts Oath in driving seat to run UK brand campaign

Video and editorial content designed to connect Europcar with human interest stories

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

Europcar in the UK is investing in a new campaign to promote its Leisure brand. Working with Oath - which owns media brands such as HuffPost, Yahoo and Tumblr - the campaign will focus on lifestyle stories, which speak to our customers' experiences. These will be told through a lively video as well as dynamic branded editorial content on HuffPost UK. The campaign is live now until 23 December 2018.

'Siblings Reunited', created by Oath's branded content unit RYOT Studio, is live on HuffPost UK as well as being distributed to third party premium publishers via Oath Ad Platforms' video distribution network. The video features two sisters reminiscing about family getaways while heading away on a weekend trip, the destination of which is a mystery to one of the pair until arrival (cue a lot of excited laughter.) The benefits of Europcar's services, from delivery and collection to driving a car fitted with the latest tech, will be highlighted throughout.

Jose Blanco, Sales & Marketing Director, Europcar Mobility Group in the UK said: *"We are excited to be launching our new brand campaign with Oath. The campaign is very relatable to consumers and showcases Europcar's customer-centric focus. We're confident that the campaign will help to raise Europcar UK's brand awareness and improve visibility of its services for leisure customers."*

Anna Watkins, UK Managing Director, Oath said: *"Our team has worked with Europcar to produce great branded content in their authentic voice, built on our insights and uses our unique combination of art and science to reach millions of consumers across Oath's trusted media brands and premium publishing partners."*

ENDS

Contacts

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

Lucy Wright, Patrick Moorcroft or Wendy Harrison

020 8977 9132

europcarukteam@harrisonsadler.com

About Europcar Mobility Group

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

The mission of Europcar 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.



London, 30th October 2018

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.

Europcar Mobility Group operates through multi brands meeting every customer specific needs; its 4 major brands being: Europcar® - 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.

Europcar 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

About Europcar Mobility Group in the UK

Europcar Mobility Group in the UK encompasses the Europcar, Ubeeqo and Brunel brands.

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

For further information from Oath:

Heather McLean

heather.mclean@oath.com

ABOUT OATH

Oath, a subsidiary of Verizon, is a values-led company committed to building brands people love. Oath reaches one billion people around the world with a dynamic house of media and technology brands. A global leader in digital and mobile, Oath is shaping the future of media and technology. For more on Oath, visit www.oath.com.