



*London, July 16th 2018*

**Europcar UK on TV for first time in 5 years**  
**Mobility solutions provider focuses on Deliver & Collect service**  
**in new campaign**

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

Europcar UK, a subsidiary of Europcar Mobility Group, a major player in mobility markets, is running its first TV campaign in five years as it aims to raise awareness of its unique Leisure Deliver & Collect service and the brand as a whole.

'Mistaken identity', created by the agency Rosa Park, is scheduled to run on Sky channels, C4Dig, ITV4 and Eurosport for two weeks starting from Tuesday 17th July 2018, with a total campaign spend of £400,000.

Jose Blanco, UK Sales & Marketing Director, Europcar UK Group said: “Ahead of the peak Summer period we are excited to be hitting TV screens for the first time in five years. We are focusing on our unique Deliver & Collect service which gets our customers on the road quicker than any other car hire provider. In addition, we believe the campaign will help to raise awareness of the brand – and its services for holidaymakers – as well.”

Europcar Deliver & Collect service takes the stress out of picking up and returning rental vehicles. Customers can have the vehicle delivered to their home. No more getting stuck in traffic on the way to pick up the car. Instead, Europcar Deliver & Collect brings the vehicle right to their door. And, for the ultimate in convenience, Europcar will collect at the end of the rental too.

## Ends

## Contacts

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