



London, 27th August 2019

How to get a competitively priced new '69' plate – without signing a long-term finance deal

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

Europcar, a brand of Europcar Mobility Group, is making it easier for UK motorists to get behind the wheel of a '69' plate car this September without having to commit to a 3-5 year finance agreement. Europcar Long Term Flex offers a 'no strings attached' answer to car usership – no upfront deposit and no exit penaltiesⁱ. Maintenance, servicing and roadside assistance are also included in Long Term Flex – costs which many people don't realise are not covered by traditional finance deals.

Competitively priced - compared to the total cost of ownership or leasing a vehicle - flexibility and inclusiveness are the main benefits of Europcar Long Term Flex. Drivers simply choose from a wide range of brand new models, including a choice of hybrids, their preferred term of hire and typical mileage and they can get on the road without any big upfront or final payments.

Launched earlier this year, Europcar Long Term Flex has recently been enhanced, enabling drivers to opt out of their Long Term Flex contract after just 3 months. This makes it even more flexible for motorists. And there's no upfront deposit required or end of contract payment – just a small administration fee of £150 - another advantage for cash-strapped motorists.

"Driving a new car has a lot of benefits – especially if you're not the owner and you don't have to worry about depreciation", explained Gary Smith, Managing Director, Europcar Mobility Group UK. "New cars feature the latest motoring technology, along with delivering the best fuel efficiency and lowest emissions, making them economical to run and good for the environment.

"But with lengthy tie-in's and often early exit costs and huge final payments, car finance plans – which for many are the only way to access a new car - can be off-putting. Indeed many drivers admit they don't fully understand exactly what they're signing up to anyway."

Research commissioned by Europcar Mobility Group earlier this yearⁱⁱ found that only 53% of the drivers who have previously used car finance admitted to fully understanding the terms and conditions of the deal they signed.



Nearly a quarter (23%) didn't realise breakdown cover wasn't included in the deal, and 1 in 5 didn't understand that servicing wasn't included either. This means they would be hit with unexpected costs.

Recognising the challenge many drivers face balancing costs against ownership, when having access to a vehicle is essential, the simplicity and flexibility of Long Term Flex makes it attractive, particularly in the current uncertain economic times.

Long Term Flex comes with a choice of 1,000, 2,000 or 2,500 miles per calendar month, enabling drivers to opt for the most suitable solution for their needs. Europcar will also deliver the car straight to the customer's front door at the start of the agreement.

"Europcar Long Term Flex is ideal for drivers who need a vehicle without wanting to commit to outright ownership or a lengthy lease", concluded Gary Smith. "And once they have enjoyed driving a new car with all the financial benefits for 3 months, they have the option to change their vehicle."

Ends

Contacts

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

Lucy Wright, Nikki Weaver or Wendy Harrison
020 8977 9132

europcarmobilitygroupUK_PR@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.

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 137 countries (including 18 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 UK

Europcar Mobility Group brands in the UK encompass:

Europcar – European leader of cars rental, vans and trucks rental

Goldcar – Low-cost car rental leader in Europe

InterRent – Mid-tier car rental specialist (leisure-focused)

Ubeeqo – One of European leaders in car-sharing (round trip, B2B & B2C)

E-car Club – UK based electric pay-per-use car club

Brunel – a London based chauffeur-services company

More than 2,389 people work for Europcar Mobility Group UK and it has a combined fleet across all brands of over 45,000 vehicles.

ⁱ The car can be returned with no penalties after 3 months

ⁱⁱ Research carried out January 2019 by OnePoll on behalf of Europcar Mobility Group UK. 2,000 respondents specified as drivers who own a car and have got/had a car on finance or have looked into it