



London, February 7<sup>th</sup> 2019

**Arrive in style this Valentine's Day with up to 40% off luxury car hire**  
**From coupés to convertibles, romantics can impress their loved ones with the**  
**help of Europcar Selection**

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

With Valentine's Day just around the corner many budding romantics are plotting the best way to woo their loved one. And hiring a car that is a bit more special than the usual set of wheels could be one way to make the date go well. That's why this Valentine's, Europcar, a brand of Europcar Mobility Group, is giving drivers in the UK a helping hand with up to 40% off its Selection range. Romantics can choose from a range of prestigious cars – from a sporty Mercedes SLC to a stylish Fiat 500 - to whisk their loved one away for that special date.

When it comes to the world of dating, a poll commissioned by Europcar<sup>1</sup> revealed that whilst Brits are averse to outright lying, a little bit of poetic licence is considered acceptable to impress a potential new partner.

1 in 5 respondents (19%) said that they had made up facts about themselves whilst on a date to make themselves look more interesting, with 7% more men admitting to this than women. However, when it comes to the car they drive, just 3% of men pretended to own a different car, whereas three times as many women did the same.

“Trying to impress others is something we've all wanted to do at some point in our lives”, says Gary Smith, Managing Director of Europcar Mobility Group in the UK. “And the Europcar Selection range of prestige cars can help budding romantics impress a new love, without the expense of outright purchase.”

Europcar is offering up to 40% off its Selection fleet for the perfect Valentine's date. Reservations need to be made between now and 17<sup>th</sup> February 2019, for rentals to be taken between now and 14th April.

Ends

**Contacts**

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

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<sup>1</sup> Research commissioned June 2018 by Gorkana Surveys – sample 300



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### **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 135 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](http://www.europcar-mobility-group.com)

### **About Europcar Mobility Group in the 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 1,000 people work for Europcar Mobility Group in the UK and it has a combined fleet across all brands of over 45,000 vehicles.