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London, August 7th 2019

65% of adults still have their favourite childhood toy!

- **UK research commissioned by Europcar to celebrate release of Toy Story 4 finds more than half of British adults still have their favourite childhood toy**
- **61% still love their toy as much as they did when they were a child!**
- **Woody is the favourite holiday companion for kids' summer holiday trips**

https://www.europcar.co.uk/toystory4

New UK research[1] by Europcar, the car rental brand of Europcar Mobility Group, suggests that Brits are a nation of big kids, with many adults confessing to keeping hold of their favourite toy from childhood. The UK study, commissioned by Europcar to celebrate the release of *Toy Story 4* in cinemas this summer, also reveals that 61% of adults admit to actually loving their favourite toy just as much as when they were small!

Perhaps challenging stereotypes, it seems that men are more in touch with their nostalgic feelings, with 70% of men admitting to holding onto their favourite toy, compared to 61% of women. And it appears that the sentimental attachment to toys starts young with almost 8 in 10 British children saying they have had their favourite toy for several years. Over a third (36%) admit they've had their most-treasured toy since they were a baby.

Hitting the UK cinema screens just ahead of the summer break, the fourth instalment of one of the most beloved sagas in movie history is a must-see for kids and adults alike. *Toy Story 4* sees Bonnie take the characters so well-known from the previous films on a family road trip. Woody ends up on an unexpected detour with new toy-on-the-block, Forky. There's also a reunion with long-lost friend, Bo Peep. Woody and Bo are worlds apart when it comes to life as a toy, and they soon realise that's the least of their worries.

In the Europcar research, when children were asked which Toy Story character they'd have the best holiday adventure with, 29% opted for Woody, closely followed by 27% who wanted to go to infinity and beyond with Buzz Lightyear. Ducky and Bunny were the more popular of the newer additions to the Toy Story universe, and were picked as the ideal holiday adventure partners by 18% of the children surveyed.

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[1] ***Europcar commissioned OnePoll to research the 2,000 parents and their children, June 2019***

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Comedian and mum, Shappi Khorsandi, who joined Europcar and Disney for the UK campaign, says: “It’s clear from the Europcar survey that *Toy Story 4* tells a story that kids and adults can all relate to because everyone has that favourite toy that meant the world to them, when they were young. Deep down, we’re all Andy and Woody, with many of us never letting that special toy go, even if they’re just in a box in the attic.”

Gary Smith, Managing Director, Europcar Mobility Group UK added: “Our survey results show that everyone has an inner child and sense of fun by holding onto cherished childhood toys. Not only do the characters from the latest Toy Story film appeal to children of all ages now, adults will feel a spark of sentiment as they remember the familiar faces from the original film. And as Woody, Buzz, Forky and co set off on their adventure of a lifetime this summer, we offering a range of flexible rental solutions for families to do the same, as well as a great competition for kids to win toys from the film.

Europcar is celebrating the UK release of Disney and Pixar’s Toy Story 4 in cinemas this summer by offering entrants the chance to win their very own Disney Store Toy Story 4 Talking Action Figure.

To enter please visit https://wintoystory4.europcar.co.uk/

Ends

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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.

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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.