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London, 30 January 2019

FIVE A DAY THE EUROPCAR WAY

Europcar partners with Fruidel – The Office Fruit Company to deliver its fleet of commercial vehicles

Van hire specialist, Europcar UK is a key ingredient in the success of fruit delivery company, Fruidel – The Office Fruit Company – helping to mobilise its fleet of delivery drivers without the firm having to make a long-term commitment to vehicle acquisition and maintenance.

Based in Wilmslow, Cheshire and with depots around the country, Fruidel supplies premium fruit baskets to offices across the UK, helping companies boost productivity, enhance wellbeing and promote a healthy workplace.

Founded in January 2016, as a start-up Fruidel encountered a familiar challenge for many SMEs; how to grow the business without making long-term financial commitments. Fruidel needed a transport partner to underpin the company's service, delivering fruit baskets to over 3,000 offices across the UK, whilst avoiding tying up cash flow necessary for the day to day running of the business.

Europcar's long-term van rental proposition – Advantage for Vans – is the perfect fit, supporting the company's ambitious growth strategy without the capital restrictions of outright vehicle ownership. Following a successful 2018, Fruidel is aiming to double its turnover in the next year, a strategy that Europcar is helping to support.

The company has signed an agreement for Europcar to supply more than 40 Mercedes Sprinters, all liveried with the Fruidel brand.

Stephen Bohen, Founder & CEO, Fruidel, explains: "As a growing business, long-term rental was the perfect transport solution for us. We needed a flexible option that didn't involve tying up capital on outright vehicle acquisition. As our business expands so do our transport needs. We've grown at an unprecedented rate and the flexibility of Europcar's long-term rental service has enabled us to double the size of our fleet in line with this demand. We're due to take on 20 more Vans in 2019 without the significant outlay that would've come with acquisition.

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"Leasing was more flexible than acquisition but it didn't give us any of the maintenance benefits that we get from Europcar. All of our costs fall under one bill with Europcar Advantage for Vans. The young age of the Mercedes vans means reliability is high. But if there is an issue our bill includes things like servicing, maintenance and even replacement tyres. And for any vehicle issues, Europcar come to us meaning our vehicle downtime is kept to an absolute minimum.

"Long-term rental provides Fruidel with all of the advantages of an 'owned' fleet but with these additional benefits bundled into one price. The clarity that this gives us means that we're in a great position to make informed financial decisions to plan for the future growth of the business."

Europcar's extensive commercial fleet also played a part in Fruidel's decision. "Europcar gives us access to exactly the sort of vehicles we need for our day-to-day operations", continued Stephen Bohen. "We regularly deliver to big corporate businesses in areas like Canary Wharf where image is vital. The Mercedes Vans that are all liveried with our branding are perfect for this."

"All of the vans come with AdBlue technology as standard. Along with the young age of the vehicles, this has a big impact on reducing our fleet's emissions. And keeping our emissions to a minimum was another important consideration when we chose a partner to supply our fleet."

Stuart Russell, Director Commercial Vehicles, Europcar UK Group commented: "As a young, growing business with an ambitious strategy for growth Fruidel needed a transport partner that could effectively underpin its service without significant financial outlay. They needed a partner that could be flexible as well as cost-effective which we can clearly deliver.

"Europcar Advantage for Vans - our long-term van rental proposition - allows Fruidel to focus on other investments by eliminating the long-term commitment of vehicle ownership. This was ideal for the business as a start-up and remains so as the business grows. We are looking forward to working with Fruidel in the future to manage an effective transport solution that supports its ambitions."

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Notes to Editors

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

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.