



London, February 18th 2019

Gaby Roslin helps Europcar ‘do the maths’ for launch of new car usage service in the UK

Savvy shopper and self-confessed car enthusiast, Gaby Roslin, is the face of a digital marketing campaign set to break this month, launching the brand new innovative car use service in the UK, Long Term Flex from Europcar, a brand of Europcar Mobility Group.

Brand, comms and experiential agency, Launch, is driving the campaign through experiential activity, as well as drawing on consumer research and supported by a social media campaign.

The campaign focuses on helping car buyers ‘do the maths’ to find the best financial solution for their motoring needs. Motorists will be targeted with a short engaging film, using a mix of go-pro and camera footage of Gaby Roslin in the passenger seat as she takes the ‘Great British Driving Test’, a fun, interactive quiz developed to demonstrate the competitive price value and key benefits of Long Term Flex.

To support this activity, Europcar is investing in a social media campaign across its own channels, as well as paid visibility online.

A fleet of Europcar Long Term Flex branded cars will also take to the streets in London and Liverpool during February encouraging motorists to take the ‘Great British Driving Test’. And a promotional competition will air on Heart FM Liverpool, giving one lucky winner the chance to drive away in a new Long Term Flex car for six months.

“With Europcar Long Term Flex we continue to lead the market with mobility solutions designed to meet the needs of today’s motorists”, explained Gary Smith, Managing Director of Europcar Mobility Group UK.

“We understand the challenge motorists have when it comes to car finance and deciding what is the best option for them. This marketing campaign taps into those struggles and answers them by offering Long Term Flex as a solution.



“We have hired leading brand and experiential agency, Launch, to deliver a high impact, creative campaign using the celebrity power of Gaby Roslin to reach an even wider audience and engage with motorists who could benefit from our innovative approach to car use.”

Please feel free to use the accompanying photography with this release:

[Photo 1](#) - Europcar Long Term Flex

[Photo 2](#) - Europcar Long Term Flex

[Photo 3](#) - Gaby Roslin takes Europcar Long Term Flex for a test drive

Ends

Contacts

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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

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