

Europcar Mobility Group UK's response to fleet challenges sees 90% increase year-on-year in mid to long term vehicle rental for SMEs

Following the first wave of the COVID-19 pandemic, companies across Europe have seen their agility and ability to adapt their fleets severely tested. As the economy moves into a 'new normal' which continues to be impacted by the outbreak and further restrictions, companies are facing a new challenge; keeping their business 'afloat' in an environment that remains uncertain and marked by fluctuating demand. There is, however, also an opportunity to review and adjust supply chains in response to fluctuating fleet demand to ensure business continuity.

The BVRLA recently reported that the total number of business contract hires, typically made up of vehicle lease agreements spanning 2-4 years, is down 9.7% YoY** (Q2 2020). In turn, medium to long term vehicle hire has seen an increase in demand. Providing a flexible alternative to standard operational leasing contracts at a time when business owners are concerned about potential financial risks and economic uncertainty, medium to long term hire is a cost effective solution to manage fluctuations in business activity without having a negative impact on cash flow.

With the unique organisational structure to handle vehicle hire at short notice, Europcar Mobility Group UK is perfectly positioned to meet the peaks and troughs of demand without penalty or long term commitments through its range of Long Term Solutions. As a result, the company has reported a significant 90% increase YoY in mid to long term vehicle rentals within the SME segment, with vans in particular operating 139% higher than in 2019.

These solutions offer a wide choice of new cars and vans and a variety of mileage options. Maintenance is included in the rate and the monthly price is fixed, allowing business owners to stay in control of their budget by eliminating the costs associated with owning a fleet. Companies can choose the duration that best suits their needs, and after the minimum duration of 3 months, cars and vans can be returned with no penalties, regardless of the initial rental period. This allows them to stay on top of their finances and adapt quickly to new situations, whether it is an unexpected peak of activity or a decrease in demand.

Lluís Figueras, Professional Service Line Group Director, Europcar Mobility Group comments:

"For the great majority of companies, the last few months have been extremely difficult. They now need the greatest flexibility to adapt to a still uncertain future. We have therefore focused on developing a range of highly flexible, bespoke long-term rental solutions. These solutions cover both cars and light commercial vehicles, which can help companies adapt quickly and effectively to demand. Of course, we have added extra hygiene measures throughout our operation to deal with the spread of COVID-19, to serve customers with the safety they require".

José Blanco, Group Sales Director, explains:

"Our vehicles, which are generally brand new, can be delivered or picked up at our branches in France, Belgium, Germany, Italy, Ireland, Spain, Portugal and UK, with more countries to come in the coming



months. At Europcar, flexibility means that a customer can decide to rent a vehicle today and return it when they need too, without being locked in for a fixed term. Moreover, our Long-Term Solutions fit perfectly with our Group's purpose - to offer attractive alternatives to vehicle ownership - as well as with our willingness to serve local and international companies. In the coming months, we will continue to take action and innovate for businesses".

** the name of the offer, its conditions of application as well as the rental periods may vary from one country to another.*

*** Source: <https://www.bvrla.co.uk/resource/bvrla-q2-2020-leasing-survey-summary-pdf.html>*

More information: <https://www.europcar.co.uk/business/long-term-solutions>

To download accompanying image please [click here](#)

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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 attractive alternatives to vehicle ownership, with a wide range of mobility-related services and solutions: car rental and light commercial vehicle rental, chauffeur services, car-sharing and private hire vehicle (PHV – rental to "Uber like" chauffeurs).

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 a diversified portfolio of brands meeting every customer specific needs and use cases, be it for 1 hour, 1 day, 1 week or longer ; its 4 major brands being: Europcar® - the European leader of car rental and light commercial vehicle rental, Goldcar® - the low-cost car-rental Leader in Europe, InterRent® – 'mid-tier' car rental and Ubeeqo® – one of the European leaders of round-trip car-sharing (BtoB, BtoC). Europcar Mobility Group delivers its mobility solutions worldwide solutions through an extensive network in over 140 countries (including wholly owned subsidiaries – 18 in Europe, 1 in the USA, 2 in Australia and New Zealand – completed by franchises and partners).

Further details on our website:

www.europcar-mobility-group.com