



7th February 2022

EUROPCAR ADDS RENAULT ZOE GT LINE R135 ZE50 TO ITS FLEET

Introduction of electric vehicle as part of Europcar's 'One Sustainable Fleet' programme

Responding to the growing interest in electric motoring, and giving motorists a genuine 'try before you buy' electric experience, Europcar Mobility Group UK has added the all-electric Renault ZOE GT LINE R135 ZE50 to its SuperFlex flexible long-term hire solution. Voted 'Best Small Electric Car for Value 2021' by What Car, it will give motorists the chance to discover how electric motoring will suit their lifestyle.

The Renault ZOE is the first model to be added to the SuperFlex product, in a planned introduction of electric vehicles as part of Europcar's 'One Sustainable Fleet' programme. With ambitious targets to reduce CO² reductions across the whole Europcar fleet as well as the electrification of many of its UK rental stations, the 'One Sustainable Fleet' programme aims to have 'green' vehicles (sub-50g/km) account for 20% of its car and van fleet by the end of 2024.

"Research¹ we carried out last year showed that people's mobility choices have been changed by COVID-19", explained Ron Santiago, Managing Director, Europcar Mobility Group UK.

"Despite the financial pressure of increased living costs, more than two-thirds admitted that they are more likely to travel by car since the start of the pandemic rather than use public transport. But this raises a dilemma when it comes to reducing emissions.

¹ The research was carried out online by Research Without Barriers – RWB. All surveys were conducted between 26th August 2021 and 31st August 2021. The sample comprised 1,033 UK drivers. All research conducted adheres to the UK Market Research Society (MRS) code of conduct (2019). RWB is registered with the Information Commissioner's Office and complies with the DPA (2018)

“However, by offering more zero tailpipe emission cars for flexible and long-term rental, starting with the Renault ZOE GT LINE, we can help motorists access a practical, sustainable and cost effective alternative to the burden of car ownership or leasing – and contribute to a reduction in emissions. Driving an EV not only lowers fuel costs by up to 80% compared to a petrol equivalent, drivers benefit from driving freely in low emission zones, free parking in a number of cities and access to the latest technology.”

With a 50KW battery, the Renault ZOE GT Line is described as a good all-rounder, with the practicality and convenience of a supermini. Its availability through Europcar’s SuperFlex long-term hire product offers a cost-effective option to drivers who are also looking to help improve air quality and reduce their vehicle emissions. Cars are also supplied with cables and New Motion cards giving access to 9,000 charge points in the UK. For added convenience, customers do not need to recharge the car before returning it, saving time at the end of their hire.

“Our continuing mission is to have more electric and low-emission vehicles on fleet and adding the Renault ZOE all-electric GT LINE is another important step on our ‘One Sustainable Fleet’ journey”, concluded Ron Santiago.

The Renault ZOE is currently available from selected London locations with wider UK roll-out planned over the coming months.

End

Contacts

Press Relations

Wendy Harrison/Jane Lewis/Cecile Stearn –
europcarmobilitygroupUK_PR@harrisonsadler.com

020 8977 9132

About Europcar Mobility Group

Europcar Mobility Group is a major player in mobility markets and listed on Euronext Paris. Europcar Mobility Group’s purpose is to offer attractive alternatives to vehicle ownership, in a responsible and

sustainable manner. With this in mind, the Group offers a wide range of car and van rental services – be it for a few hours, a few days, a week, a month or more – with a fleet that is already "CO2 light" and equipped with the latest engines, and which will be increasingly "green" in the years to come (more than 1/3 electric and hybrid vehicles by 2023).

Customers' satisfaction is at the heart of the Group's ambition and that of its employees. It also fuels the ongoing development of new offerings in the Group's three service lines - Professional, Leisure and Proximity - which respond to the specific needs and use cases of both businesses and individuals. The Group's 4 major brands are: 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 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