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Getting ready for the festive drive – are you a ‘Performer’, ‘Navigator’ or ‘Academic’?

As millions get ready for the big festive drive, Europcar urges motorists to watch out for different driving styles

With less than 20 days to go until the big day, plans for the break are starting to be finalised. And with rail disruption likely to throw a cloud on this festive season, thanks to a combination of industrial action and engineering works, many will be heading onto the roads to visit family and friends. Indeed, if 2022 is anything like previous years there could be up to 18 million people¹ getting in their cars each day over the festive break.

With roads set to be busier than normal, Europcar, believes it makes sense to ensure the family car is ready for the journey with a few simple maintenance checks – tyres, oil, water and windscreen wash. The vehicle rental expert also suggests it’s worth being aware of how other drivers might tackle the festive congestion.

Europcar research has identified several different driving styles that might be spotted on roads this festive season:

- The Performer – making sure the perfect song is playing through the speakers
- The Navigator – always knows where they are going and says they never get lost
- The Academic – listens to podcasts in the car or serious ‘talk’ radio stations
- The Pro – wants other drivers to know how good of a driver they are
- The Neat Freak – perfect clean interior and definitely no eating or drinking
- The Collector – personalised interiors and bizarre bumper sticker

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“Most of us who drive can identify with one of the categories in the research, whether in ourselves or in others on the road”, explained Evelyn Tourish, UK Customer Experience

¹ <https://www.theaa.com/about-us/newsroom/christmas-traffic-2021>

Manager at Europcar. “And by understanding driving styles it can help us adapt to others’ behaviour for a safe drive.

“As the roads become busy over the festive season the important thing to remember is to drive safely and allow plenty of time to get to your destination. You never know, you may even pass an elf or two or even the big man himself!”

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About Europcar Mobility Group

Europcar Mobility Group is a major player in mobility markets. Relying on its long-term purpose - to offer attractive alternatives to vehicle ownership, in a responsible and sustainable manner, its ambition is to become a leader in sustainable mobility driven by technology, data and people in the years to come.

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 equipped with the latest engines, and which will be increasingly "green" by the end of 2024 and onwards.

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 business 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 lowcost car rental Leader in Europe, InterRent® – ‘mid-tier’ car rental and Ubeeqo® – one of the European leaders of roundtrip 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