



Europcar Mobility Group UK and SEGA of America Team Up to Celebrate *Sonic Frontiers*™

Sonic Frontiers gaming pods available at London Heathrow Airport and giveaways offered from other key airports this holiday season

London, 15th December 2022 – Europcar Mobility Group UK and SEGA of America have joined forces to celebrate the games company’s new open zone, action-adventure platform game, *Sonic Frontiers*. Starting on December 17th and running through January, travellers renting a vehicle with the mobility provider can pass time playing *Sonic Frontiers* in gaming pods at Europcar’s Heathrow location as well as have the chance to win plush toys at major airport locations across the UK.

SEGA and Europcar Mobility Group UK are also offering travellers the opportunity to win one of four Nintendo Switch consoles or a *Sonic Frontiers* game in a prize draw.

“As we move into the holiday season more families will be travelling through our airport locations,” said, Mark Newberry, Commercial Director of Europcar Mobility Group UK, “By teaming up with SEGA to promote the latest *Sonic Frontiers* game, we hope to bring some joy to the faces of children and fun-loving adults, while helping break up what can sometimes be long journeys over the festive period.”

Europcar is supporting the promotion by wrapping two of its Heathrow Optare transfer buses in joint Europcar and *Sonic Frontiers* branding. Additionally, the company will feature Sonic on car mirror hangers and the game trailer will be displayed on digital screens. Leading up to the holiday season, posters promoting the giveaways will be featured in key Europcar airport locations around the United Kingdom.

“*Sonic Frontiers* is all about exploring unknown worlds and making adventure accessible, yet exciting, for players,” said John Choon, Director of Marketing at SEGA, “Partnering with Europcar, which provides sustainable alternative vehicle ownership to allow travellers to discover the wonders of our very own world, was a natural choice.”

Sonic Frontiers is now available on PlayStation®5, PlayStation®4, Xbox Series X|S, Xbox One, the Nintendo Switch™ family of systems and Steam. To order the game, please visit:
<https://frontiers.sonicthehedgehog.com/>.

About SEGA of America, Inc.:

SEGA of America, Inc. is the American arm of Tokyo, Japan-based SEGA CORPORATION, a worldwide leader in interactive entertainment. Established in 1986, SEGA of America publishes and develops innovative interactive entertainment experiences for console, PC, mobile and emerging platforms. In 2020, SEGA ranked #1 among Metacritic's Annual Game Publisher Rankings. Its globally beloved franchises include Sonic the Hedgehog, Yakuza, Virtua Fighter, Super Monkey Ball, and Crazy Taxi, along with Atlus' Persona and Shin Megami Tensei series. Since its debut more than three decades ago, Sonic has become an entertainment icon featured in several dozen games, TV series, movies, merchandise and more. SEGA of

America has offices in Irvine and Burbank, California. Visit <http://www.sega.com/>.

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

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