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Europcar Mobility Group UK boosts focus on EV with new Head of Electric Mobility role Tom Middleditch set to take EV strategy to the next level

Europcar Mobility Group UK is reshaping its product development and marketing resources to put further focus on electric vehicles as EV sales continue to grow exponentially with the creation of a new Head of Electric Mobility role. Responding to the growing market acceptance of zero emissions vehicles, the new position builds on the EV fleet and services already established by the mobility brand.

Experienced marketing and product development manager, Tom Middleditch has been appointed to the new role. Having held various marketing positions within the business, and an enthusiastic EV driver, Tom is excited to be working across all parts of the business as well as with its customers and other external stakeholders to accelerate electric vehicle rental usage.

“Having recently taken part in the EV Rally: The Capital City Challenge, I am absolutely convinced that the UK is ready to exploit the growing choice of electric vehicles on the market,” said Tom Middleditch. “And Europcar is in an exceptionally strong position to help businesses and private motorists learn about every aspect of driving electric, avoiding any long-term financial commitments. We understand how important it is to deliver suitable solutions to the market that make EV rental accessible to all.

“I will be working closely with teams and EV experts across the business to build the EV community where we share plans, create alignment and gain momentum to reach and exceed our eco goals as soon as possible.”

Ron Santiago, Managing Director, Europcar Mobility Group UK added: “Europcar is committed to reducing the environmental impact of its business and its fleet, and this new role will ensure we can fast-track our green initiatives.

“In the experienced hands of Tom Middleditch, this dedicated EV role will provide the right focus for more collaboration with all our teams, consolidating our EV activities into a single holistic strategy. Tom’s experience and passion for greener motoring will ensure he is perfectly placed to take the strategy forward successfully.”



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Notes to Editors

About Europcar Mobility Group

Europcar Mobility Group is the European N°1 in vehicle rental, with the ambition to become a leader in dedicated, sustainable mobility services in the years to come. 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, on-demand or on subscription, for businesses and individuals, relying on a fleet equipped with the latest engines including more and more "green" vehicles (EVs, PHEVs). It operates distinctive brands, responding to differentiated needs, use cases and expectations in terms of level of service: Europcar® - the European leader of car rental and light commercial vehicle rental, Goldcar® - the lowcost leader in Europe, and Ubeeqo® – one of the European leaders of roundtrip car-sharing (BtoB, BtoC). Customers' satisfaction is at the heart of the Group's ambition and that of its more than 8,000 employees, everywhere Europcar Mobility Group delivers its mobility solutions, thanks to a strong network in 140 countries (including 16 wholly owned subsidiaries completed by franchisees and alliance partners).

