



London, 10th August 2023

EUROPCAR HELPS DRIVERS TAKE AN ELECTRIC TEST DRIVE IN THE NEW ORA FUNKY CAT

As part of its ambitious commitment to helping drivers reduce their environmental impact, Europcar has become the first rental company in the UK to add the [ORA Funky Cat](#) to its fleet. The ORA Funky Cat, a compact electric car manufactured by Great Wall Motors (GWM,) launched in the UK market earlier this year. Now available to hire from 108 locations across the Europcar network, the ORA Funky Cat provides drivers of petrol and diesel vehicles the valuable opportunity to put to the test electric vehicle (EV) ownership as well as test drive the vehicle itself.

A Europcar survey¹ recently found that 71% of drivers have never driven an EV, with only 6% using one as their everyday vehicle. “Making the switch from petrol or diesel to an electric car can be daunting, with uncertainty around battery range and charging infrastructure,” commented Mark Newberry, Europcar Mobility Group UK Commercial Director and Sustainability spokesperson.

“We want to help drivers feel more informed and able to make that switch, by enabling them to put the full ownership experience to the test and enable them to answer many of their questions. Our goal is to help motorists understand how EV ownership can fit their lifestyle ahead of making a long-term commitment.”

With clean air, ultra-low and zero emission zones gradually being introduced to improve air quality across the UK, the pressure is on to ensure motorists understand how to adapt to electric motoring. Responding to this need, Europcar has introduced a range of hybrid and electric cars and vans to its fleet, with the ORA Funky Cat being the latest addition. These vehicles are available for rentals from 1 day up to 3 months from locations around the UK.

Mark Newberry continued: “A dealership test drive can show how comfortable a car is to drive and help you get to know how to drive it, but it doesn’t allow long journeys that will test range and on-the-go charging options. With rental for a few days or week or more, drivers can get a true, real-world picture of electric driving. The ORA Funky Cat is an affordable option that is accessible to anyone considering switching to electric.

“Customers are provided with a comprehensive vehicle handover and detailed information on the vehicle for a seamless commitment-free electric motoring experience. We believe this new offer will really appeal to those who want to try out electric motoring or access greener travel but are not in a position to purchase an EV yet, as well as those who just want to test our electric driving before they make the commitment.”

Ends

¹ Survey of 6,108 motorists conducted by Vypr, February 2023



Contacts

Press Relations

Wendy Harrison/Cecile Stearn/Clare Watson:

europcarmobilitygroupUK_PR@harrisonsadler.com

020 8977 9132

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).

Further details on our website: www.europcar-mobility-group.com