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EUROPCAR MOBILITY GROUP UK ACCELERATES 'GREEN' INITIATIVES

Significant investment in EV readiness and employee training help shape the future of sustainable mobility

Europcar Mobility Group UK has underlined its commitment to low emission mobility with a number of key initiatives across the business in 2023. Mark Newberry, Commercial Director and Sustainability spokesperson, who will be speaking at the London EV Show in November, believes the organisation is in a strong place to support its customers as they transition to electrified mobility.

“This year has seen a significant shift in interest in electric motoring. In response, we have stepped up our plans to ensure we can support businesses and private motorists as they use rental as a great way to discover about driving electric. With almost half of our rental station network now equipped with charge points, and a growing fleet of electric vehicles offering choice across most price points, we believe Europcar is in a strong position as motorists and businesses want to reduce their CO2 footprint.”

Introducing an increasing number of plug-in hybrid and fully electric battery vehicles for private or business rental – including the Tesla Model 3, MG4, ORA Funky Cat and the high-spec Mercedes Benz EQ electric range – Europcar is helping motorists try EV technology before making a long-term commitment. Fully electric and plug-in hybrids are available to business and private motorists at reservation; the benefits of electric are also explained to customers at point of pick up, with the option to switch from a petrol or diesel vehicle to electric.

There are now more than 200 EV charge points installed across Europcar branches, meaning that 50% of the UK network is now 'EV-ready'. A dedicated team of Certified

Electric Vehicle Ambassadors are also available to support new EV drivers at vehicle hand-over.

Ensuring all employees are fully trained in the benefits and practicalities of EV motoring is an essential part of sharing the knowledge and educating drivers to help them make more sustainable choices. Training has, therefore, been implemented for all colleagues. The new curriculum features seven modules including PHEVs & BEVs , Electrified Powertrains and Preparation & Maintenance, with selected modules mandatory for those in particular roles. And, reflecting the fast-moving evolution of electric motoring, the training will be regularly reviewed and updated as technology, charging infrastructure and regulation changes.



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About Europcar Mobility Group

Europcar Mobility Group is a global mobility services provider with a leading position in Europe. In the coming years, the Group's ambition is to become a leader in sustainable mobility services, driven by data, technology and people.

Europcar Mobility Group offers to individuals and businesses 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, relying on a fleet of more than 250.000 vehicles, equipped with the latest engines including more and more electric vehicles.

Its brands address differentiated needs, use cases and expectations: Europcar® - a global leader of car rental and light commercial vehicle rental, Goldcar® - a frontrunner at providing low-cost car rental services in Europe, Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning, Buchbinder®, one of the most important players in car and light commercial vehicle rental in Germany, and Ubeeqo® – one of the European leaders of 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).

More information: www.europcar-mobility-group.com