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Europcar Mobility Group UK partners with Zapmap in UK rental first

Mobility provider enables zero emissions confidence with new digital electric vehicle guide with embedded Zapmap charging locator

Europcar Mobility Group UK is driving a number of initiatives to help motorists transition from internal combustion engine (ICE) to electric. Rental, whether for a few days, weeks or months provides important real-world experience and to support customers on the journey, the company has launched a new digital guide to electric motoring.

The first phase of the free [Europcar Electric Vehicle Guide](#) comprises a digital Showroom outlining the features and benefits of each electric vehicle in the Europcar fleet. Plus, as the first major rental provider to partner with Zapmap, Europcar is embedding its national charger map into the EV Guide. Enabling customers to find over 40,000 charge points across the UK & Ireland to suit their charging needs, from rapid and destination charging to overnight charging, the Zapmap charger map will deliver an extremely valuable tool to reduce 'range and charger anxiety' for new as well as experienced EV drivers.

An ICE vs EV cost comparator also helps motorists see the immediate savings they can make by driving electric.

Zapmap was launched in 2014, a pioneer from the early days of electric driving that has given many motorists the confidence to switch to electric. Zapmap shares Europcar's ambition for enabling and accelerating EV adoption. Its comprehensive database maps over 95% of all UK public charging stations, many of which include real-time charger status.

The Zapmap app can also be downloaded via the [Europcar EV Guide](#) enabling drivers to access a journey planner. Plus, they can pay for charging sessions across multiple charge point providers, saving the need to have multiple apps and logins for the many providers, and simplifying the experience greatly.

“Electric vehicle charging remains one of the main roadblocks to motorists hiring or buying an EV”, explained Mark Newberry, Europcar Mobility Group UK Commercial Director and Sustainability spokesperson. “Yet our own ‘lived’ experiences at Europcar suggest that this simply does not need to be a concern. However, we know that there needs to be a big leap from myth to reality and we want electric vehicle rental to help cross that chasm.

“Europcar is, therefore, making a significant investment in tools designed to take the anxiety away from the EV experience. This includes the creation of our new free to access EV Guide, as well as our new partnership with Zapmap – the first in the UK rental space.”

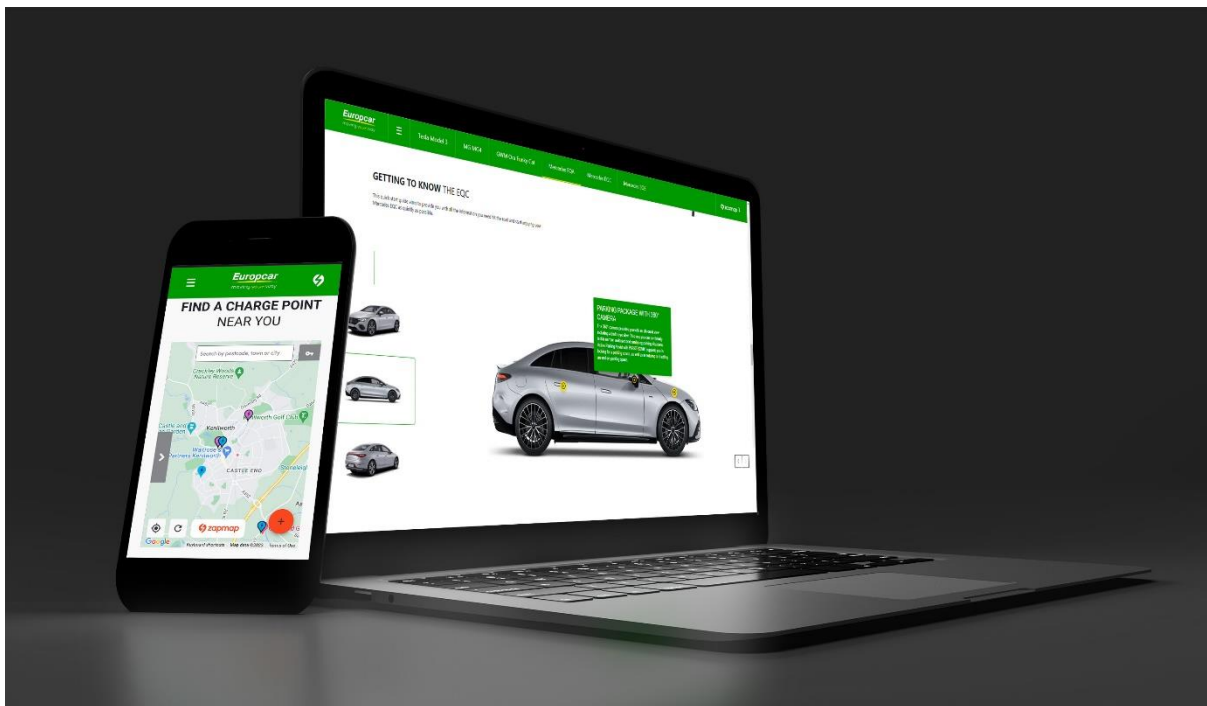
Harrison Brook, Head of Partnerships at Zapmap added: “It has always been our aim to encourage greater uptake of electric vehicles by simplifying the EV charging experience. By introducing Zapmap’s digital mapping solution, Europcar have created what will be a seamless on-the-road experience for their customers across the country, many of whom will be first-time EV drivers.

“Hundreds of thousands of EV drivers already use our solutions, and we look forward to welcoming Europcar customers into our community.”

Mark Newberry concluded: “At Europcar, we are committed to reducing and removing the roadblocks that are stopping people from making the switch to more sustainable travel.

“Rental, for a few days, weeks or months, really does make sense to test out electric motoring in real world conditions. Our new EV Guide and the guidance it provides will be invaluable to existing and future EV drivers. The easily digestible information and interactive digital tools will help customers get familiar with accessing, personalising and driving their rental vehicle beyond the personal handover at the start of the journey.”

The Europcar EV Guide is available at electric.europcar.co.uk



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Notes to Editors

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

About Zapmap

As a pioneer in the early days of electric cars, Zapmap was founded in 2014 with a mission to make EV charging simple, wherever you go. Available on iOS/Android and desktop, Zapmap helps EV drivers search for available charge points, plan longer journeys, pay for charging, and share updates with other drivers. Zapmap currently has around 650,000 registered users and over 95% of the UK's public points on its network, more than 70% of which show live availability data.

For more information, please visit: www.zap-map.com.