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Europcar kicks off year three as Leicester Tigers' Official Vehicle Rental Partner

As 2024/25 season sees over 100% growth in social media and broadcast exposure, Europcar and Leicester Tigers plan strong local engagement for year three

Europcar Mobility Group UK is kicking off the third year of its partnership with Leicester Tigers with a schedule of promotions for fans. Offering a range of deals for car and van rental across the UK, including a great selection of electric vehicles, the partnership will also concentrate on local engagement.

Gary Smith, Managing Director, Europcar Mobility Group UK commented: "Our partnership with Leicester Tigers has gone from strength to strength with more than 100% increase in social media reach and strong broadcast exposure during the second year. In particular, our local activations with the players – including the Tour of Leicester City and the Takeover at our Leicester branch – have reinforced our local connection with our headquarters in the City. We are excited at what's ahead for the new season.

"We will also continue to provide fans with great deals on vehicle rental, whether they're planning for an away game or their next holiday or business trip. A wide choice of cars and vans, including a range of electric models, mean we have the right vehicle for every journey."

Key achievements for the 2024/25 season partnership included:

- Remarkable digital growth, with social media reach more than doubling from the previous season
- Total social media engagement across all platforms reached 6.87 million impressions, a substantial increase from 3.12 million in 2023/24, representing a 120% uplift
- The Europcar Stand naming rights delivered exceptional broadcast value, with the partnership generating over 178 hours of total brand visibility during televised matches
- Two key player activations also generated strong social engagement
 - "[Joe's Tour of Leicester](#)" featuring Joe Heyes reached 22,301 people
 - "[Day in the Life of Europcar Staff](#)" content achieved 32,959 reach

At the start of the third year of the partnership, Europcar has confirmed it will continue to offer Tigers fans up to 15% discount on car and van rental in the UK. It is also planning a number of other special promotions and giveaways as well as more fun activations with players.

“The second year as Official Vehicle Rental Partner of Leicester Tigers and sponsor of the West Stand has been a commercial success as well as giving us a great connection with our local community,” added Gary Smith. “At the start of the new season, we wish the squad the best of luck and look forward to being there to cheer them on.”



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Notes to Editors

About Europcar Mobility Group

Europcar Mobility Group is a global mobility player, with 75 years of mobility services expertise and a leading position in Europe.

“We help to change the way you move” is what we stand for and brings us together. More than ever, we’re committed to delivering simple, seamless, innovative solutions that make mobility easy, enjoyable and increasingly eco-friendly.

To do this, we offer 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 280.000 vehicles, equipped with the latest engines including an increasing share of electric vehicles.

Our 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, and Euromobil®, a German car rental player. The Group also operates the "myEuropcar" platform for vehicle subscription.

Customers' satisfaction is at the heart of the Group's ambition and that of our more than 9,000 employees, everywhere we deliver our mobility solutions, thanks to a strong network in over 130 countries (including 15 wholly owned subsidiaries completed by franchisees and alliance partners).

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