Dublin, 2nd November 2026

New Europcar CarSales brand unifies used car sales operations in Ireland

Academy Car Sales Navan and Limerick Car City rebranded

Consolidating its retail used car businesses under one identity, Europcar Mobility Group in Ireland has launched Europcar CarSales. Rebranding its sales operations previously known as Academy Car Sales Navan and Limerick Car City, Europcar has brought together the existing businesses to share one website listing all available vehicles.

Backed by the same expert team boasting over 20 years of motor trade experience, Europcar CarSales connects buyers directly to an expanded nationwide inventory via the newly launched website.

Every vehicle available from both sites undergoes a comprehensive top-to-bottom technical inspection, full service, and complete history check. Drivers can hit the road with total peace of mind thanks to a complimentary 12-month/12,000km warranty (whichever comes first) and fast, flexible same-day financing options.

Joe Quirke of Europcar Mobility Group Ireland said: *"We are kicking off a new era for car buying in Navan and Limerick. Rebranding to Europcar CarSales reflects our commitment to delivering even bigger choice, unbeatable value, and ultimate peace of mind to local drivers under a globally recognised brand name."*

Europcar CarSales (formerly Academy Car Sales), Dublin Road, Navan, Co. Meath, C15F624

Europcar CarSales (formerly Car City), Ennis Road, Limerick, V94EA3A



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Contacts

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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