

London, 23rd September 2025

Europcar launches GTA aligned insurance fleet ICE and electric replacement vehicles matched to industry rates to streamline process for insurer partners

Europcar Mobility Group UK is reinforcing its commitment to the insurance sector by allocating specific GTA rates on a range of vehicles to cover all GTA groups. This new offering helps to provide a more insurer aligned approach to vehicle selection when it comes to accident replacement claims.

“One of the most significant challenges facing the insurance industry is the consistent supply of suitable replacement vehicles in order to provide a streamlined claims approach for customers,” commented Leigh Broomhead, Strategic Account Director for Europcar Mobility Group UK. “Having a replacement vehicle provider that has a fleet which is aligned to GTA group rates helps to alleviate this pressure.”

Europcar is demonstrating its proactive approach to addressing the specific needs of the insurance sector by allowing its fleet to be accessed by insurers and bodyshops using the GTA group codes. The business is also taking a significant step towards accelerating electric vehicle adoption by offering price parity between the EVs and equivalent petrol or diesel (ICE) vehicles on the fleet.

“Taking this strategic move, we aim to ensure a smoother, more predictable experience that helps the insurance industry to better align customer expectations,” added Leigh Broomhead. “Transparency in the price is an important factor in the overall insurance experience. Ultimately, we know that providing insurance customers with a replacement vehicle that meets their needs contributes significantly to a more positive claims experience.

“EV growth also cannot be ignored, as more drivers are making conscious decisions over their vehicle choice, they will be less willing to compromise when it comes to getting an EV replacement. The challenge for insurers is how to handle customer expectations when it comes to replacement vehicles. By eliminating the price difference for EV rental, we’re making it easier than ever for our insurance customers to provide the benefits of electric mobility to their policyholders and improve overall satisfaction.”

When policyholders receive a suitable temporary vehicle, it reduces inconvenience and enhances satisfaction, fostering greater customer retention and loyalty for insurers. Europcar’s investment in its vehicle fleet underscores its understanding of the crucial link between efficient replacement vehicle provision and overall customer experience within the insurance claims process.



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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