



Leicester, 26th September 2025

Europcar and Leicester Tigers celebrate the start of another season

Tigers' first home game kicks off second year of the partnership as Europcar continues fan discounts for vehicle rental

Following a highly successful first season working together, Europcar Mobility Group UK and Leicester Tigers are continuing their partnership and look forward to kicking off the 2024/25 season. The Tigers first official game of the Gallagher Premiership was on Saturday 21st September away against Exeter - where they won 17-14. The Tigers' first home game takes place on Sunday 29th September, at Mattioli Woods Welford Road, where new Europcar branding on the West Stand will be in view and fans will have plenty of chances to get discounted car and van rental over the next year.

The 2023/24 season achieved impressive exposure for Europcar including broadcast views of up to 300,000 per home match as well as a social media reach of more than 3 million and engagement of over 200,000. One tweet, which shared photos of the new co-branded kit van on its way to France, received more than 21,600 views and 560 engagements. Another popular event was the Europcar EV Driving Challenge, which achieved 33,157 views and 1,849 engagements across YouTube, Instagram and Facebook.

Other highlights from the first year of the partnership include the EV rally team stopping by the stadium, a touch rugby tournament and a Van Tetris challenge. Europcar and Leicester Tigers also jointly shared Christmas Q&As with the players, took part in a Business 2 Business podcast and ran multiple promotions and giveaways to boost website visits and vehicle rentals.

At the start of the second 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 some exciting and fun partnerships with players.

Mark Newberry, Commercial Director, Europcar Mobility Group UK said: "Our first year as Official Vehicle Rental Partner of Leicester Tigers and sponsor of the West Stand has been a lot of fun as well as commercially successful for both Europcar and Leicester Tigers. We have enjoyed working with the entire Leicester Tigers squad, including players, coaches and other staff, and helping people with their mobility needs .

"As we approach the start of the new season, we wish the squad the best of luck and look forward to being there to cheer them on throughout this season just like we were last year."



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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 250.000 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, and Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning. The Group also operates the "myEuropcar" platform for vehicle subscription, and "Europcar on Demand", a roundtrip car-sharing service present in key cities in Europe.

Customers' satisfaction is at the heart of the Group's ambition and that of our more than 8,000 employees, everywhere we deliver our mobility solutions, thanks to a strong network in over 130 countries (including 16 wholly owned subsidiaries completed by franchisees and alliance partners).

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