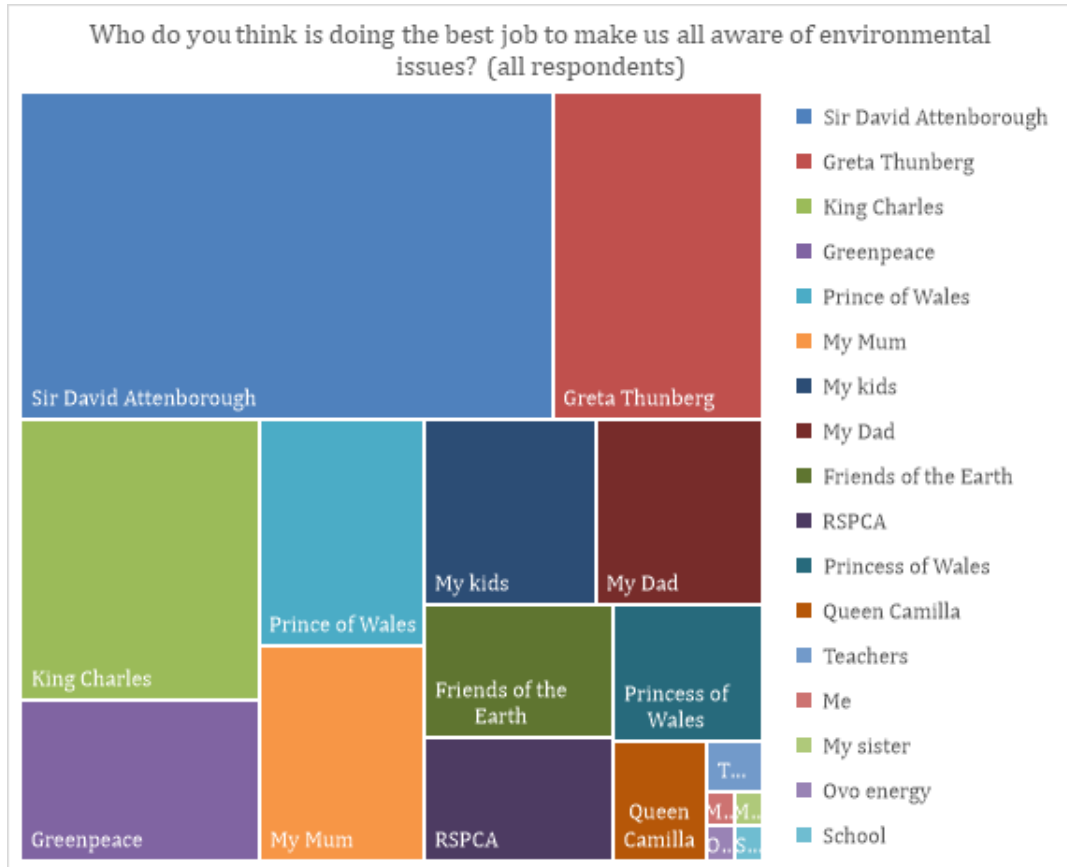


SIR DAVID ATTENBOROUGH NAMED AS THE BIGGEST ENVIRONMENTAL INFLUENCER IN EUROPCAR SURVEY

Poll conducted at CarFest 2024 highlighted easy changes everyone can make to benefit the environment

At CarFest 2024 Europcar took a straw poll of consumer attitudes to environmental issues.

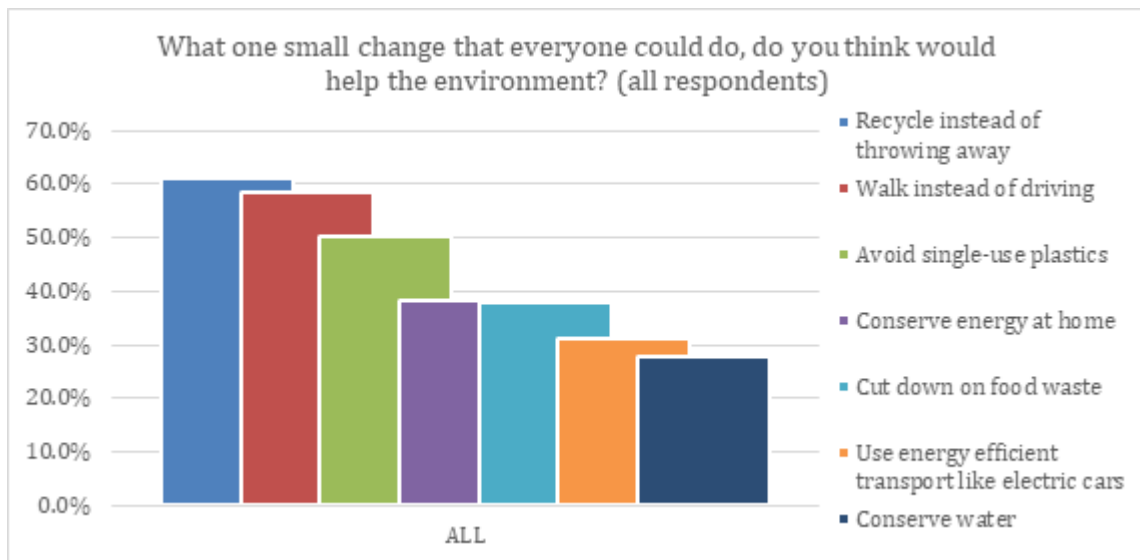
When asked who was the greatest environmental influencer, Sir David Attenborough came top, far outperforming other influencers with his environmental education with 75% of votes. Greta Thunberg came second with 30% of the votes, closely followed by King Charles III with 29%. Visitors to the Europcar stand, from age 6 upwards, were also asked what they thought was an easy change that could be made to help the environment. Recycling was the number one choice.



Younger age groups stated that their parents are making them aware of environmental issues, with 42% of those aged 6-11 saying their Dad does a good job of this and 39% voting for their Mum.

Interestingly the work of charities doesn't feature as highly as they might like, with the work of Greenpeace recognised by 16% of all respondents, Friends of the Earth 11% and the RSPCA just 10%.

Thinking about which small changes everyone could make to benefit the environment, 61% voted for recycling, making it a clear winner. This was followed by walking instead of driving, which was chosen by 58% of those surveyed. Avoiding single use plastic came in third, with half of respondents (50%) saying everyone can do this to make a difference.



A quarter of children (25% and 26% of 6-11 and 12-18s, respectively) believe energy efficient transport like electric vehicles is an easy answer.

Tom Middleditch, Head of Electric Mobility at Europcar, commented, "When it comes to reducing our impact on our local and global environment, making small incremental changes can add up to a big impact. Recycling more, using less energy and water and leaving the car at home whenever possible can all make a significant difference, and are achievable for most people.

"Switching to an electric car is a bigger change – with a bigger impact - and we met lots of families at CarFest who wanted to discuss how they can work towards making that switch."

Europcar is helping customers experience EV driving in the real world with a range of rental options and vehicle choices. With a detailed handover and free resources on the Europcar EV [Knowledge Hub](#) to address queries and misconceptions around zero motoring, drivers can take to the road happy and confident.



End

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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, Europcar on Demand – one of the European leaders of car-sharing (BtoB, BtoC) and Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a “value for money” positioning.

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).

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