



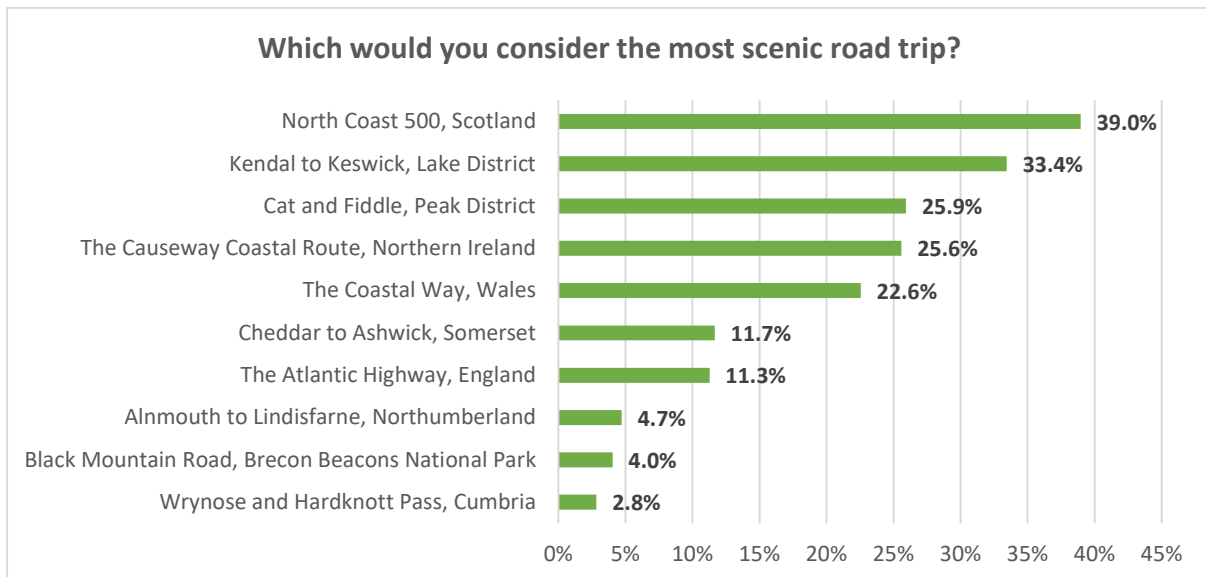
London, 11<sup>th</sup> June 2024

## NORTH BEATS SOUTH FOR MOST SCENIC ROUTES IN THE UK

### Europcar survey reveals drivers' favourite routes are in Scotland, The Lakes, The Peaks and Northern Ireland

With summer approaching and the UK enjoying warmer and sunnier weather, many families are looking to take to UK roads to enjoy our spectacular scenery and unique stops on the way.

According to the latest consumer survey<sup>1</sup> from Europcar Mobility Group UK, drivers' three favourite scenic driving routes in the UK are The North Coast 500 in Scotland (39%), the Kendal to Keswick route in the Lake District (33.4%), and the 'Cat and Fiddle' Buxton to Macclesfield route in the Peak District (25.9%). The Causeway Coastal Route in Northern Ireland came in a very close fourth place (25.6%).



In first place, the **North Coast 500** is the closest thing the UK has to the iconic US Route 66, and the 500-mile circuit of the north coast of Scotland takes in mountain scenery, waterfalls, castles and stunning beaches. In second place, the A591 is a popular route of less than 30 miles from **Kendal to Keswick** in the Lake District, which takes in some of the most spectacular sights in the National Park, including Lake Windermere and the picturesque

<sup>1</sup> 1000 consumers were asked what their favourite UK scenic road trip would be via Vypr research tool during May 2024

village of Grasmere. Named for the pub part way along the road, the **Cat and Fiddle** route in the Peak District takes third place. The pub is the second highest in the UK, and makes a good lunch stop on the day trip between Buxton and Macclesfield. Close as it was to a spot in the top three, fourth place deserves a special mention. The **Causeway Coastal Route** is a 120-mile drive from Belfast to Londonderry, hugging the dramatic Atlantic coast and offering awe-inspiring views as well as access to the famous Giants Causeway.

Sarah Clarke, Consumer Marketing Manager for Europcar Mobility Group UK commented: “It can be easy to forget the incredible landscapes and scenery we have right here on our little islands, in favour of more exotic destinations and famous landmarks. But those planning a UK break won’t be disappointed if they take in any of these routes on their next UK break. Stops along the routes include wonderful local pubs, dramatic caves, idyllic beaches and so much more. Furthermore, if you hire a car from Europcar, it takes the pressure off ensuring your own car is fit to travel the distance and avoids adding to the mileage clock too.”

This Summer, Europcar is [helping staycationers](#) get on the road to see as many of these incredible sights as possible, with top tips for planning a getaway and a wide range of comfortable rental vehicles to suit every road tripping group – from compact hatchbacks to large MPVs and even prestige soft tops. Europcar is taking the stress out of planning a UK family break.



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#### **Notes to Editors**

About EuropcarMobility 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, Ubeeqo® – 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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