



London, 4<sup>th</sup> March 2024

**EUROPCAR BECOMES OFFICIAL VEHICLE PROVIDER FOR 2024 EV RALLY**  
**Four vehicle team will also take part in A-Z Rally**  
**1<sup>st</sup> – 5<sup>th</sup> July 2024**

Further demonstrating its commitment to supporting businesses and private motorists as they transition to EV, Europcar has become the official vehicle provider for the 2024 A-Z EV Rally sponsored by Lex Autolease. Taking place from 1<sup>st</sup> to 5<sup>th</sup> July and criss-crossing England from A to Z, the 2024 Rally will see over 50 EVs put to the test in real-world conditions, visiting new and innovative charging hubs as well as showcasing clean energy projects on the route.

Commenting on the partnership, Tom Middleditch, Head of Electric Mobility at Europcar said: “Dispelling the FUD – Fear, Uncertainty and Doubt – about electric motoring has to be the top priority for every organisation involved in mobility. We must all change misperceptions and the A-Z EV Rally is a great way to do that. We’re especially excited to be involved with the Rally this year, both as the official vehicle provider and with our own team of vehicles and drivers.

“Putting zero emissions motoring to the test in real-world conditions is a sure-fire way to overcome the barriers. Europcar’s aim is to create range and charge ‘positivity’ by demonstrating that electric vehicles go further than people and businesses think. We believe the A-Z EV Rally will prove it’s easy to travel around the UK’s A & B roads only using the public charging network.”

Europcar will provide a fleet of electric vehicles for the Rally organisers including the media team who will be broadcasting from the event each day. A separate Europcar team will drive four vehicles from the company’s growing electric fleet.

Covering more than 1,400 e-miles over 5 days, the Rally will start in the Midlands, at the home and HQ of Roadside Assistance Partner, AA. It will then visit towns and cities across the UK to tick off every letter of the alphabet, from Altrincham to Zouch, before finishing in Chester.

Colin Boyton, GREENFLEET A-Z EV Rally Event Manager commented: “eMobility is here, it’s real and is possible for any UK fleet, if the implementation strategy is right. ‘Collaboration’ is key to future-proofing UK fleets and the Rally demonstrates the art of what’s possible, thanks to innovative thinking and working together. Europcar have rejoined the 2024 event after debuting in ’23, and have shown their commitment to collaboration by taking up the mantle of Official Vehicle Partner, allowing my team to get from A to Z. We’re truly grateful and are delighted to be back working with them again.”

Mark Newberry, Commercial Director and Sustainability spokesperson at Europcar added: “Electric vehicles are here today, they work and they make an environmental difference. Europcar is helping businesses and private motorists access this new technology without

having to worry about whether what's right for now will be right in a year or more. Our goal is to help everyone make a positive difference and start to shape a better tomorrow.

“Over the last year we have demonstrated our own very real commitment to shifting the dial on EV motoring. We have electrified more than 60% of our branch network; grown our EV fleet exponentially and invested in the people and services to help businesses and motorists gain confidence in the zero emissions experience.

“Becoming the official vehicle provider for the A-Z EV Rally is another step in our journey to remove the barriers to electric motoring and continue on our mission to help to change the way people & businesses move.”



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## **Contacts**

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## **Notes to Editors**

### **About Europcar Mobility Group**

Europcar Mobility Group is a major player in mobility markets and listed on Euronext Paris. Europcar Mobility Group's purpose is to offer attractive alternatives to vehicle ownership, in a responsible and sustainable manner. With this in mind, the Group offers a wide range of car and van rental services – be it for a few hours, a few days, a week, a month or more – with a fleet that is already "CO2 light" and equipped with the latest engines, and which will be increasingly "green" in the years to come (more than 1/3 electric and hybrid vehicles by 2023).

Customers' satisfaction is at the heart of the Group's ambition and that of its employees. It also fuels the ongoing development of new offerings in the Group's three service lines - Professional, Leisure and Proximity - which respond to the specific needs and use cases of both businesses and individuals. The Group's 4 major brands are: Europcar® - the European leader of car rental and light commercial vehicle rental, Goldcar® - the low-cost car-rental Leader in Europe, InterRent® – 'mid-tier' car rental and Ubeeqo® – one of the European leaders of round-trip car-sharing (BtoB, BtoC).

Europcar Mobility Group delivers its mobility solutions worldwide through an extensive network in over 140 countries (including wholly owned subsidiaries – 18 in Europe, 1 in the USA, 2 in Australia and New Zealand – completed by franchises and partners).

Further details on our website: [www.europcar-mobility-group.com](http://www.europcar-mobility-group.com)