

London, 3rd October

EUROPCAR ADDS KIA NIRO EV TO GROWING ELECTRIC FLEET

Latest addition gives drivers more choice and confidence in zero emissions motoring

Europcar Mobility Group UK is continuing its commitment to support businesses and motorists on their net zero journey with the addition of the Kia Niro EV to its fleet. Now available to hire from Europcar locations across the UK, the addition of the Kia Niro EV gives drivers the valuable opportunity to put electric vehicle usership to the test.

As part of the company's ambitions to offer a wide range of net zero vehicle options, the new all-electric Kia Niro EV adds to the already well-established fleet of Tesla Model 3s, Mercedes-Benz EQ models, MG4s, Jeep Avengers and the Skoda Enyaq.

Commenting on the new addition to the fleet, Tom Middleditch, Head of Electric Mobility at Europcar said: "Having the Kia Niro EV on our fleet is a great fit for many of our customers who want to experience zero emission motoring in real-world conditions. Our own research has shown that there is still some uncertainty among drivers around electric motoring, despite a growing awareness that zero emission journeys are the way forward. In our latest EV Barriers research,¹64% of drivers stated the purchase cost and maintenance is the biggest barrier stopping them from switching to an EV, followed by 46% being uncertain about lack of charging infrastructure.

"The good news is that rental provides easy access to electric motoring for private motorists and businesses in a low-commitment way. An EV can be rented when it's needed, for just a few days or weeks, providing the ideal opportunity to learn how to optimise electric performance. Long-term rental also makes sense for businesses as they transition to zero emissions. We are thrilled to have the Kia Niro EV on the Europcar fleet – a compact SUV that is a great solution for town and city driving and gives customers even more choice."

The multi-award-winning Kia Niro EV boasts a range of up to 285 miles and a 72kW charging speed that can take it from 10–80% charge in 45 minutes.¹ As a practical and comfortable ride, it gives the customer a real word taste of EV driving.

The addition of the Kia Niro EV complements Europcar's stress-free approach to vehicle charging for its rental fleet, to ensure customers do not have to worry about returning the

¹ Europcar EV Barriers Barometer- Q2 2024

vehicle with a full charge. Every electric vehicle is provided at the start of rental with between 50% and 80% charge and the vehicle can be returned with just 20% battery charge.



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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

ⁱ Kia: <https://bit.ly/3TRnIQP>