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Europcar Mobility Group UK appoints Fiona Sotomayor-Robbins to UK Board

Revenue and Capacity Management Director to play critical role in aligning fleet distribution to changing mobility needs of businesses and leisure travellers

Europcar Mobility Group UK has confirmed the appointment of Fiona Sotomayor-Robbins as Revenue and Capacity Management Director, supporting the businesses ambitious growth plans. Fiona sits on the UK Board and is a key member of the company's Senior Leadership Team. With more than 20 years experience in the Europcar organisation, she is rejoining the UK team having spent 3 years in Europcar Mobility Group HQ in a similar role.

With a clear focus on the changing dynamics of the mobility marketplace, Europcar is constantly reviewing its fleet mix and distribution to ensure the right vehicles are available at the right price and in the right place for customer needs.

"With more businesses and private motorists seeing rental as an effective alternative to vehicle ownership, it is critical that we ensure our fleet distribution is matched to market need," explained Fiona. "Through the use of a dynamic pricing model we can manage our distribution channels to match fleet availability to market demand."

Under Fiona's leadership the Revenue and Capacity Management team is using leading edge forecasting tools to manage pricing and distribution for fleet optimisation, working alongside Europcar's fleet acquisition, customer account management and marketing departments. Forecasting will focus on specific business to business customer needs as well as the leisure travel market, driven by both domestic and in-bound demand.

The rapid growth of the electric fleet available to business and leisure customers is a particular challenge for Fiona's team as more organisations and private motorists switch to zero and low emission motoring. As the demand for electric vehicle rental matures amongst consumers and businesses, Europcar is determined to ensure it maintains its leadership in the EV space by providing the right mix of vehicles in the right locations across the UK.

"Our end goal is to ensure that we have the right vehicles in the right place across the Europcar network," added Fiona. "We not only have to factor in the numerous vehicle types and categories; we also have to take into account external market factors that can change demand in a matter of hours or days. Working closely with our colleagues across the

business is therefore critical, both to understand any changes in demand as well as manage effective communication with our customers.

Commenting on Fiona's appointment, Christian Øien, Managing Director, Europcar Mobility Group UK said: "With her in-depth knowledge of the UK mobility landscape, as well as considerable expertise in pricing and capacity management, Fiona is a welcome addition to the UK board. The UK mobility market is undergoing significant change, requiring providers to be flexible and agile and Fiona's team will play a critical role in enabling Europcar to respond to customer demand."



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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 280.000 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, Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning, and Euromobil®, a German car rental player. The Group also operates the "myEuropcar" platform for vehicle subscription.

Customers' satisfaction is at the heart of the Group's ambition and that of our more than 9,000 employees, everywhere we deliver our mobility solutions, thanks to a strong network in over 130 countries (including 15 wholly owned subsidiaries completed by franchisees and alliance partners).

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