

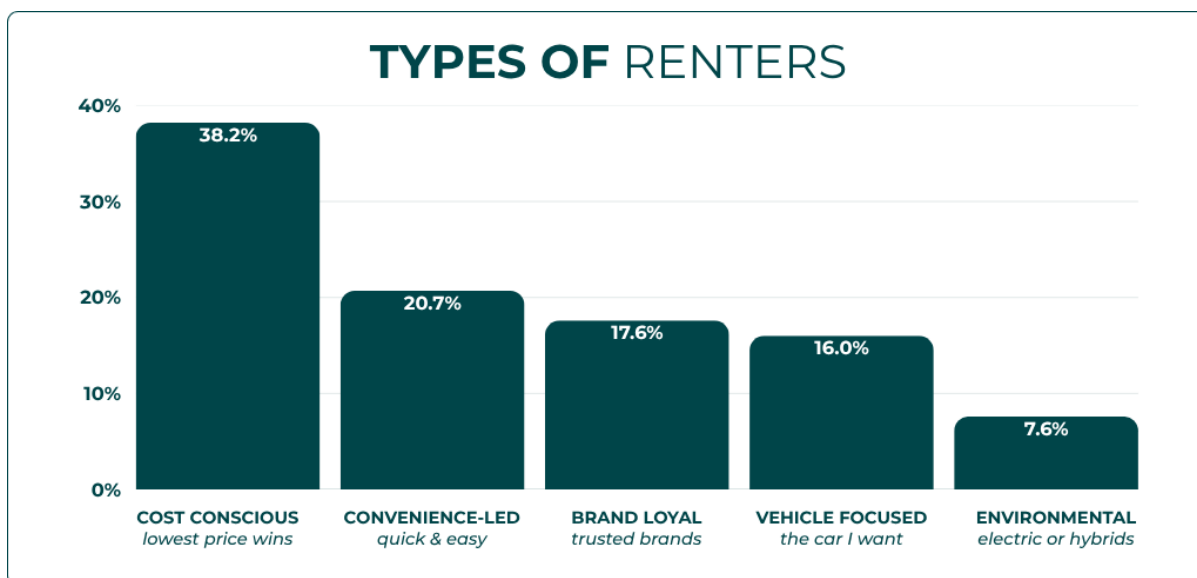
What drives the choice of car rental provider?

Europcar research finds cost and convenience are the primary drivers, with women more focused on cost than men

With the busiest car rental season in full swing, new research¹ from Europcar Mobility Group UK has found that cost and convenience are the driving focus for renters.

Highlights:

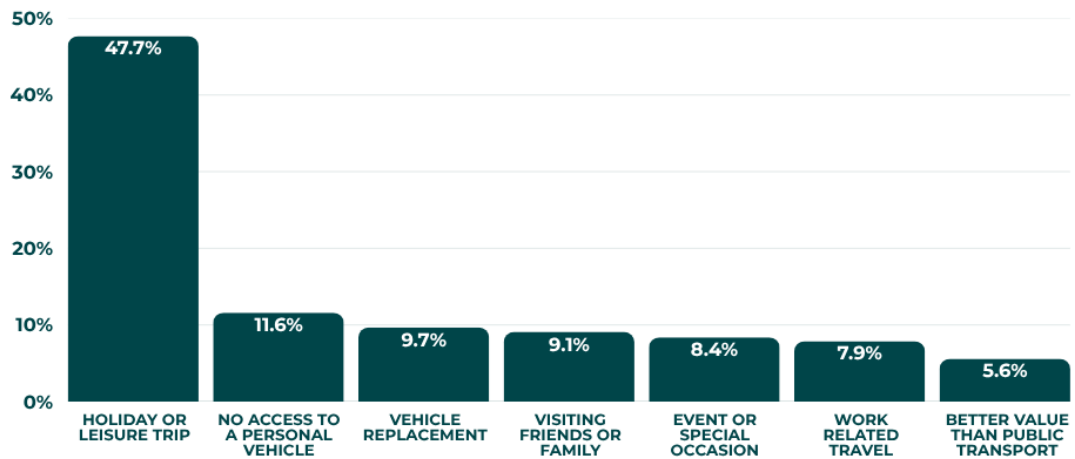
- 38% consider themselves to be cost-conscious renters
- 21% are convenience-led
- 54.5% of respondents choose their rental provider based on price, while 54% make the decision based on pick-up and drop-off locations
- 47.7% mainly hire vehicles for holiday or leisure, with 51.1% usually renting when abroad



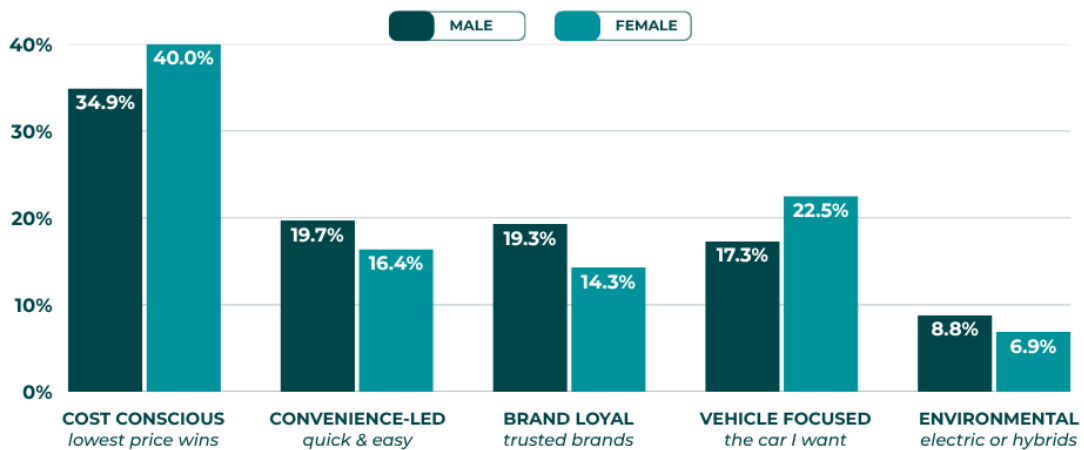
Women in all age brackets, and men over 35 most commonly classed themselves as cost-conscious renters. Men aged 25-34 were most likely to be convenience-led (34.6%), followed by vehicle-focused (26.9%).

¹ 1 700 consumers were surveyed by Vypr survey tool who had rented a vehicle in the last 12 months

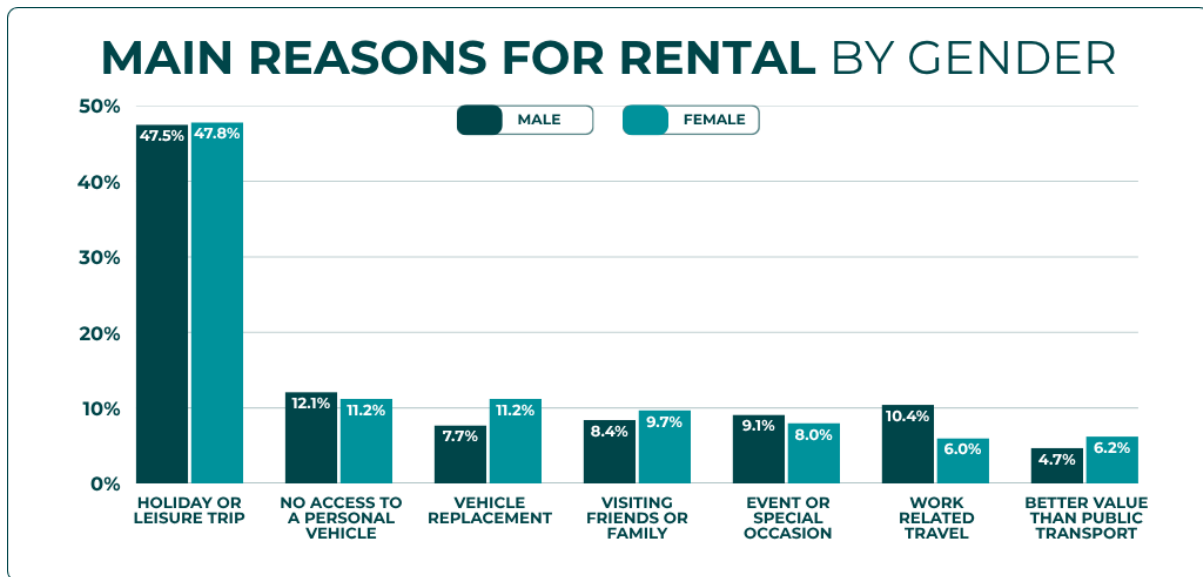
MAIN REASONS FOR RENTAL



TYPES OF RENTERS BY GENDER



“At Europcar, we are committed to making the entire rental experience as smooth and simple as possible,” commented Sarah Clarke, Senior Consumer Marketing Manager for Europcar Mobility Group UK & Ireland. “We ensure our booking process is transparent, and all additional costs and optional add-ons are explained and priced up front and detailed on the booking confirmation and invoice. However, there are a few things drivers can do to ensure they have everything in order before they arrive to collect their vehicle, to make the process even easier.”



Car Rental Top 10 Tips

When making a rental booking

- Check the fuel policy - does the vehicle need to be returned with a full tank of petrol or fully charged battery, or should it match what was there at the point of pick up?
- Is there a mileage limit – holidaymakers should check what sort of mileage they're likely to drive to make sure they don't go beyond the limit.
- What's the age of the main and additional drivers - some rental companies have age limits for certain types of vehicles. Drivers who are younger than 26 or older than 70 may face additional costs.
- Know what size vehicle is needed to fit all the passengers and luggage.

At Vehicle Pick Up

- When arriving at the rental desk, it is essential to have photo ID, proof of address and DVLA sharecode if renting in the UK.
- The physical payment card - credit or debit - used to pay for the booking will be required, and it must be in the name of the lead driver – they need to know the PIN.
- Take the time to read through the rental agreement before signing to make sure everything is priced correctly, as booked.
- Do a thorough vehicle condition check and make sure any damage is recorded before leaving the rental branch. Take pictures and video for peace of mind.

At Vehicle Return

- Make sure the vehicle's fuel or battery is topped up as per the stated Terms & Conditions in order to avoid any refuelling charges.
- Take photos of the inside and out, to show no damage has occurred and the vehicle is reasonably clean.

- Any toll fees, congestion charges and ULEZ fees must be paid by the renter on time, or they will be liable for the fine as well as an admin fee for the time the rental company spends processing and transferring the fine to the customer.

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 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