



Leicester, 16th March 2026

Europcar extends partnership with Premiership Rugby winners Leicester Tigers Mobility provider continues as Official Vehicle Rental Partner

Europcar Mobility Group UK has extended its partnership with Leicester Tigers, renewing its role as Official Vehicle Rental Partner from the start of the 2026/27 season as the club stormed to victory against Exeter to lift the Premiership rugby cup.

Since the partnership began in 2023, Europcar and Leicester Tigers have worked together to create a relationship that goes beyond branding, supporting the team behind the scenes while bringing the partnership to life for staff, customers, fans and the wider Leicester community.

Commenting on the renewal Tim Morris, Marketing & eCommerce Director, UK & Ireland, Europcar Mobility Group said: "The partnership between Europcar and the Tigers family has grown significantly in the last 3 years. From the way we work together as brand partners to our mutual collaboration, such as the provision of Europcar vehicles for team activities to creating moments that connect our customers and colleagues with the Tigers family.

"Right across both organisations there is a like-minded focus on excellence in performance, celebration of skills and sustainability. Combined with a heart-felt commitment to the Leicester community, it is clear that the partnership between Europcar and Leicester Tigers is absolutely the right fit and we're excited about what we can deliver together over the coming seasons."

"We are delighted that the partnership with Europcar Mobility Group UK is continuing," said Andrea Pinchen, Chief Executive Officer of Leicester Tigers. "The relationship has gone from strength to strength with both organisations continually finding ways to complement and enhance the partnership for the good of the players and wider team and as well as the Leicester community and Europcar's customers and staff."

The new agreement will see Europcar continue its naming rights on the West Stand at the club's Mattioli Woods Welford Road Stadium, alongside prominent matchday and digital presence across the club's channels. The mobility provider will also continue to work with the entire Leicester Tigers squad - players, coaches and other staff - including the provision of a dual-wrapped long wheel base kit van. And fans and other affiliated businesses will be supported with their mobility needs through a range of special offers.

The renewed partnership will also introduce Europcar-supported fan activations on the Tigers Fan Plaza, designed to create new opportunities for matchday engagement. And Europcar will work with the Leicester Tigers Community Programme through agreed player appearances, supporting initiatives that make a positive local impact to grassroots Rugby.

“As well as the visibility the partnership has delivered, one of the real strengths has been the way it has helped us build connections with the wider Tigers business community,” added Tim Morris. “That’s an area we will continue to develop, alongside creating great experiences for fans and supporting the club in practical, meaningful ways.”



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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