

London, 8th July

## **Partnership with BMW sees Europcar expand premium fleet 15 new models to join rental fleet in 2026 for business and leisure customers**

Europcar Mobility Group UK has partnered with BMW Group to add a range of premium cars to its ever-growing fleet throughout 2026. The most popular brand for new cars during 2025 according to [Auto Trader](#), BMW is the world's leading premium car manufacturer, and Europcar will be providing business and leisure drivers with access to the most popular petrol and electric BMW models through the year.

Vehicles joining the fleet include the 3 Series, 5 Series and 1 Series, all of which made the Auto Trader top ten list in 2025, demonstrating their strong reputation among drivers. Europcar will also add popular electric models in the i4 and iX series, with some being added to the Flex Model Choice fleet for business users.

Flex Model Choice gives businesses access to the latest BEV and PHEV models, without the long term commitments and early exit penalties of leasing. Specific makes and models from Europcar's comprehensive BEV and PHEV fleet, including the BMW i4 eDrive, can be booked for a minimum of 3 months and up to 12 months at a fixed monthly rate, enabling employers to accurately allocate vehicles and forecast Benefit-in-Kind tax expenses.

Adam McGhee, Head of Fleet Procurement at Europcar Mobility Group UK commented: "We are committed to providing drivers with access to as wide a range of vehicles as possible, so there is something for everyone and for every journey.

"BMW is a brand that delivers a premium experience across every model, from hatchbacks and saloons to SUVs, appealing to both business drivers and families or individuals renting for leisure. Adding to the wide range of hybrid and fully electric vehicles on the Europcar fleet, these new BMWs will also help even more drivers experience zero and low emissions driving."

With flexible rental, comprehensive handovers and free resources to address common questions and misconceptions about EV motoring, Europcar is helping drivers start their EV journey with confidence and ease. Customers renting electric also gain access to the full suite of [Octopus Electroverse](#) features, as well as the free digital EV Guide and [Knowledge Hub](#). Further supporting both private and business drivers, [Europcar's Delivery & Collection](#) service operates nationwide, offering a simple online booking process with vehicles delivered directly to a home or work address. The service covers all vehicle types, and cars can be delivered within two hours of booking.



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## **Contacts**

### **Press Relations**

Wendy Harrison/Cecile Stearn/Clare Watson:  
[europcarmobilitygroupUK\\_PR@harrisonsadler.com](mailto:europcarmobilitygroupUK_PR@harrisonsadler.com)  
020 8977 9132

### **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](http://www.europcar-mobility-group.com)