



London, 6th June 2024

Europcar adds world-record breaking EV champion to A-Z EV Rally team

**Kevin Booker joins Europcar colleagues to provide real-world EV driving tips
1st – 5th July 2024**

Underlining its mission to provide businesses and motorists with real-world insight into electric driving, Europcar has invited Kevin Booker, the current holder of four Guinness World Records for ultra-efficient EV driving, to join its team for the 2024 A-Z EV Rally. A passionate advocate for electric motoring, Kevin Booker has made it his mission to help motorists get the best out of driving an electric vehicle. He, therefore, welcomed the opportunity to join the Europcar team as it covers 1,400 miles over 5 days.

“I am hugely excited about joining the Europcar team for the A-Z EV Rally this July”, said Kevin Booker. “It will largely be using A-roads which, let’s face it, is where most motorists spend a large proportion of their time. This, therefore, gives Europcar a great opportunity to extend its understanding of the driving conditions many of its customers – often first time EV drivers - will face.

“I will sit alongside a different driver each morning observing how they drive; then in the afternoon I will take over behind the wheel to give them useful tips to optimise the performance of their vehicle. It will be a great collaboration of learning.”

As Tom Middleditch, Head of Electric Mobility at Europcar added, inviting Kevin Booker to join the team reflects the company’s commitment to dispelling the FUD (Fear, Uncertainty and Doubt) in electric motoring. “Motorists choosing to rent electric with Europcar will often be driving an EV for the first time; we are therefore very keen to provide all the support and insight we can to ensure they can get the most out of their vehicle for whatever period of time they’re renting.

“Kevin’s experience will be invaluable in helping each of us learn where we can make small changes to how we drive the electric vehicles we have on our fleet, so that we can pass that knowledge onto our customers through our Electric Vehicle Knowledge Hub. Kevin will give us tips on adjusting settings in the vehicles as well as pointers on ‘reading the road’ to maximise battery efficiency.”

The Europcar team is taking a range of electric vehicles on the A-Z EV Rally that will be part of its fleet in 2024 including a Jeep Avenger, Skoda Enyaq, Mercedes EQV SUV and Renault Kangoo Van E-Tech. And the team of drivers come from all areas of the business – enabling Europcar to relate the experiences back to every customer touchpoint in the coming year.

Taking place from 1st to 5th July and criss-crossing England from A to Z, the 2024 Rally will see over 50 EVs put to the test in real-world conditions, visiting new and innovative charging

hubs as well as showcasing clean energy projects on the route. As the official vehicle provider for the Rally, Europcar is providing four Tesla Model 3s for the EV Rally team and Official Media Crews to navigate the event.

Kevin Booker holds the Guinness World Record for:

- The lowest energy consumption driving from John O’Groats to Land’s End - 3-4 July 2021
- The fewest charge stops from John O’Groats to Land’s End in an electric vehicle – 31 July – 1 August 2021
- The shortest charging time from John O’Groats to Land’s End in an electric vehicle – 31 July to 1 August 2021
- The greatest distance travelled in an electric van on a single charge – 29 July 2023



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Notes to Editors

About Europcar Mobility Group

Europcar Mobility Group is a major player in mobility markets and listed on Euronext Paris. Europcar Mobility Group's purpose is to offer attractive alternatives to vehicle ownership, in a responsible and sustainable manner. With this in mind, the Group offers a wide range of car and van rental services – be it for a few hours, a few days, a week, a month or more – with a fleet that is already "CO2 light" and equipped with the latest engines, and which will be increasingly "green" in the years to come (more than 1/3 electric and hybrid vehicles by 2023).

Customers' satisfaction is at the heart of the Group's ambition and that of its employees. It also fuels the ongoing development of new offerings in the Group's three service lines - Professional, Leisure and Proximity - which respond to the specific needs and use cases of both businesses and individuals. The Group's 4 major brands are: Europcar® - the European leader of car rental and light commercial vehicle rental, Goldcar® - the low-cost car-rental Leader in Europe, InterRent® – 'mid-tier' car rental and Ubeeqo® – one of the European leaders of round-trip car-sharing (BtoB, BtoC).

Europcar Mobility Group delivers its mobility solutions worldwide through an extensive network in over 140 countries (including wholly owned subsidiaries – 18 in Europe, 1 in the USA, 2 in Australia and New Zealand – completed by franchises and partners).

Further details on our website: www.europcar-mobility-group.com