



PRESS RELEASE

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Europcar Integrates "Privilege For You" Loyalty Program Into Its Mobility App

The [Europcar Mobility Group Germany](#) (EMG) is fully integrating its "Privilege For You" loyalty program into the [Europcar Mobility app](#). This gives business and private customers direct access to the program through the app they already use to manage their mobility.

How does the program benefit travelers?

Especially during summer, when more people take vacations, weekend trips, or spontaneous breaks, quick access to personal benefits is essential. Customers planning a trip on the go do not want to spend time searching for information. They want to see immediately which benefits are available for their next rental. With the program now easier to access, members can receive rewards from their very first rental — in more than ten European countries, as well as Australia and New Zealand.

What makes Europcar a reliable partner for customers?

"Loyalty is built when positive experiences are consistently reinforced. That's why we want to show our customers with every rental that we value their choice of Europcar. By integrating 'Privilege For You' into the Europcar Mobility App, we're making it even easier for members to access their benefits while strengthening Europcar's position as a reliable mobility partner," says Michael Knippel, Managing Director of Europcar Mobility Group Germany.

How do the four status levels differ?

The program itself remains unchanged: Members earn one point for every euro spent. There are four levels: Discoverer, Traveler, Adventurer, and Navigator. Each level unlocks a range of exclusive benefits. In addition, members receive special rewards when they reach certain point thresholds. They also receive an ongoing 10 percent discount on eligible Europcar rentals.

How does "Privilege For You" provide more convenience and savings while traveling?

"Privilege For You" is free and rewards members starting with their very first rental. Examples:

- Faster pick-up: Priority Service
- More flexibility: free additional driver
- More comfort: vehicle upgrades
- Special rewards such as gift cards or discounts
- Partner benefits: up to 15% off at Accor hotels

How many people in Germany already use digital customer loyalty programs?

Digital customer loyalty programs are already widely used, as shown by the latest [Loyalty Report 2026](#): 80.4 percent of Germans already use rewards platforms and loyalty club apps. According to the report, 72.2 percent would switch to a digital alternative if one were available.¹

Frequently Asked Questions About "Privilege For You" (FAQ)

Is participation in "Privilege For You" free?

Yes, participation in the Europcar loyalty program "Privilege For You" is free. Members start earning points from their very first qualifying car rental and can enjoy various benefits depending on their status.

How do I earn loyalty points?

Members earn one point for every euro spent. The points earned help members reach higher status levels and unlock additional benefits or special rewards.

What are the status levels?

The "Privilege For You" program offers four status levels, with members advancing to higher tiers based on the number of points they earn:

Tier 1 – Discoverer: 0 to 999 points

¹ Der Loyalty Report 2026. Deep Dive in die Kundenbindung Deutschland, Whitepaper, hello again., 2026.

Tier 2 – Traveler: 1,000 to 2,999 points

Tier 3 – Adventurer: 3,000 to 9,999 points

Tier 4 – Navigator: 10,000 points or more

Do members receive a permanent car rental discount?

Yes, "Privilege For You" members receive a permanent 10 percent discount on Europcar vehicles. Additionally, depending on their status, members may be eligible for other benefits and rewards.

More Information

Sign up for Europcar's free loyalty program right here:
www.europcar.de/de-de/loyalty-program

The Europcar Mobility app is available for free download from the [Apple App Store](#) and the [Google Play Store](#).

Images



Caption: In the Europcar Mobility app, customers can now immediately see their status and the benefits available to them.



Caption: "Privilege For You" is becoming part of the digital travel companion for private customers: Members can save 10 percent on Europcar vehicles indefinitely.

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About the Europcar Mobility Group

Europcar Mobility Group is a global mobility player, with over 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 250.000 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, and Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning.

Customers' satisfaction is at the heart of the Group's ambition and that of our more than 8,000 employees, everywhere we deliver our mobility solutions, thanks to a strong network in over 130 countries (including 14 wholly owned subsidiaries completed by franchisees and alliance partners).

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