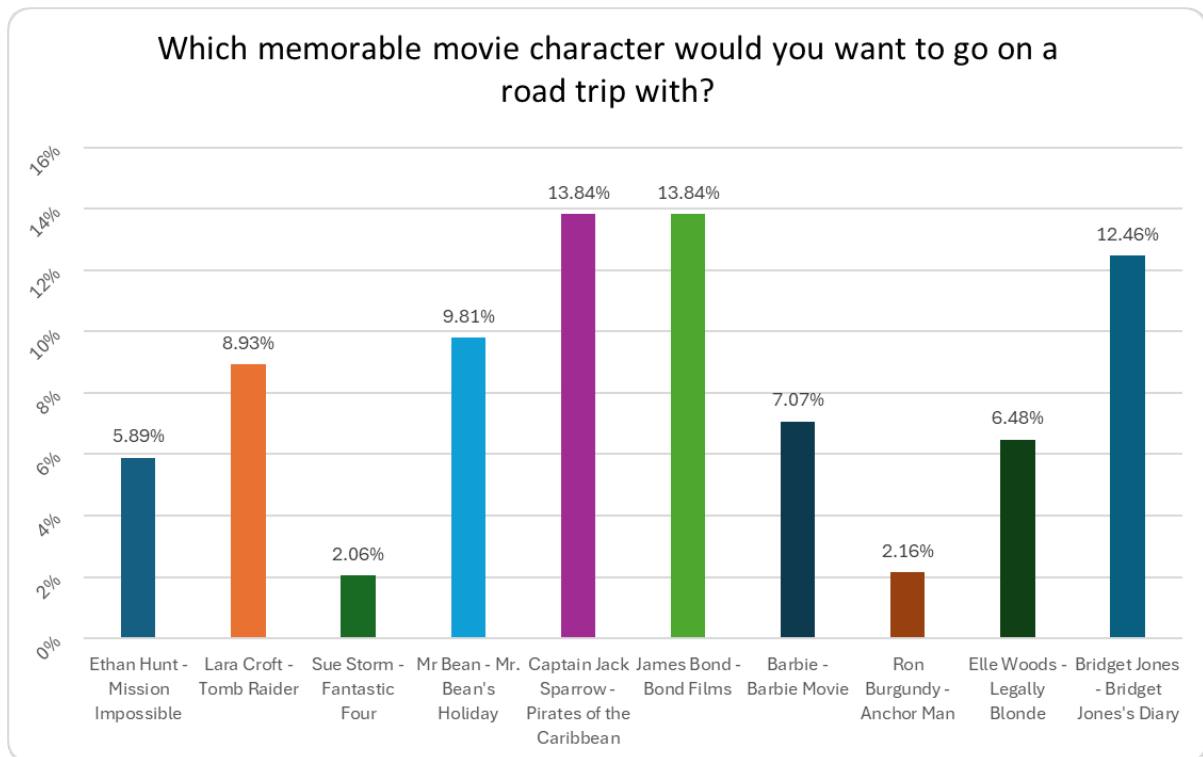


London 10th July 2024

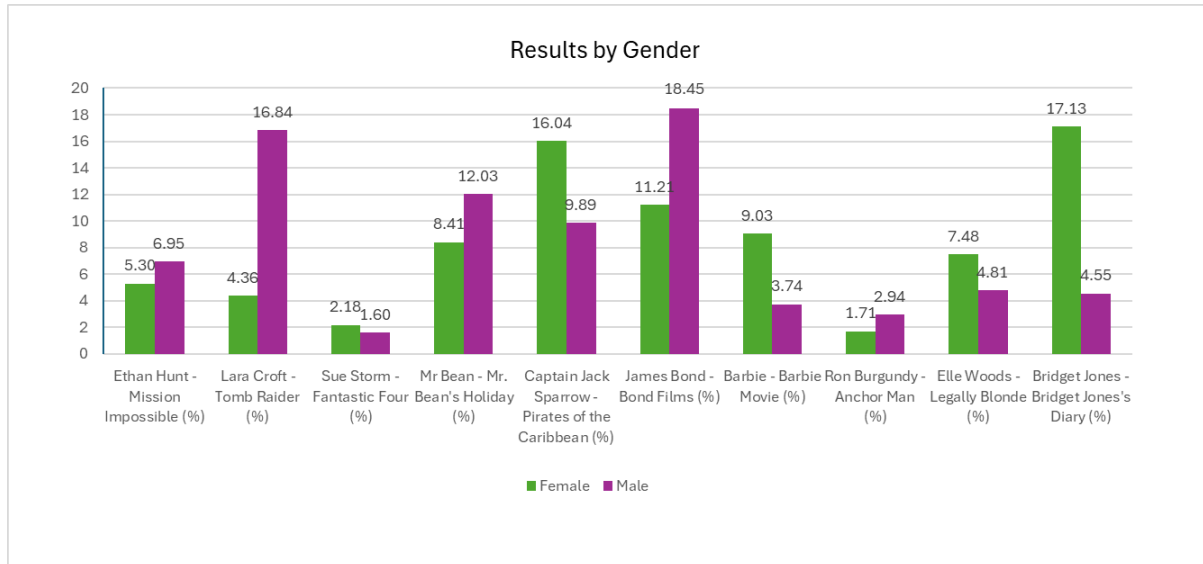
## SUMMER ROAD TRIPS AHEAD - JAMES BOND OR CAPTAIN JACK SPARROW FIGHT FOR TOP SPOT AS DREAM TRAVEL BUDDY?

### Europcar survey identifies the movie characters drivers would most like to join on a road trip

With summer approaching and families planning holidays, staycations, day trips and weekend breaks, Europcar asked who they would most like to step out of the big screen and into the passenger seat<sup>1</sup>. Out of ten movie characters, James Bond and Captain Jack Sparrow of Pirates of the Caribbean were the favourite for more than one in 10, putting them both in the top spot.



Perfectly imperfect, unlucky-in-love Bridget Jones was the winner for female respondents, receiving 17% of votes. The lovable rogue of a pirate, Captain Jack, was second choice at 16%. 007 was the top pick for the men, with his cars, gadgets and licence to kill attracting 19% of their votes, while adventurous, athletic archaeologist, Lara Croft, came in second with 17% of votes from the male drivers.



When it came to generational preferences, older respondents (aged 55 and above) chose James Bond as their favourite passenger seat companion, while he came in a close second with the 25-54s, gaining 14% of votes. Captain Jack was top choice for 25-54 year olds. Younger respondents aged 18-34 were split almost equally between Bridget Jones (13%), Captain Jack (13%), Barbie (12%) and Mr Bean (12%).

Sarah Clarke, Consumer Marketing Manager for Europcar Mobility Group UK commented: "When you're an hour into a long drive, the kids are bored and need another toilet stop and you can't agree with your other half what podcast to listen to next, it's easy to dream of swapping the lot of them for a picture-perfect movie character!"

"Multigenerational classic hero Bond, and more modern heroes Captain Jack Sparrow and Bridget Jones have clearly captured our hearts and earned a place on our imaginary passenger seat. I just hope they bring good snacks and don't end up ruining drivers' dreams and being dropped off at the nearest service station for bad taste in true crime podcasts."



End

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### **Notes to Editors**

#### **About Europcar Mobility Group**

Europcar Mobility Group is a global mobility services provider with a leading position in Europe. In the coming years, the Group's ambition is to become a leader in sustainable mobility services, driven by data, technology and people.

Europcar Mobility Group offers 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 more and more electric vehicles.

Its 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, Buchbinder®, one of the most important players in car and light commercial vehicle rental in Germany, and Ubeeqo® – one of the European leaders of car-sharing (BtoB, BtoC).

Customers' satisfaction is at the heart of the Group's ambition and that of its more than 8,000 employees, everywhere Europcar Mobility Group delivers its mobility solutions, thanks to a strong network in 140 countries (including 16 wholly owned subsidiaries completed by franchisees and alliance partners).

More information: [www.europcar-mobility-group.com](http://www.europcar-mobility-group.com)