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Europcar drives support for Action Challenge events

Priority access to vans helps get fundraising challenges off the starting line

Europcar Mobility Group UK is helping charity fundraiser, Action Challenge, run a series of events this Summer. A prominent organisation dedicated to supporting UK charities through a diverse range of challenging outdoor fundraising events in the UK and abroad, Action Challenge has priority access to short-term hire of 30 Short Wheelbase (SWB) vans from Europcar stations across the UK.

Its extensive network has made Europcar a crucial logistical partner for Action Challenge since 2018, providing reliable van hire to facilitate the smooth operation of its nationwide events. In particular, the partnership addresses a key industry challenge: the availability of vans for short-term hire, particularly in high-demand areas like London. Europcar's robust network and diverse fleet have provided Action Challenge with a consistent and dependable solution, ensuring they have the vehicles they need, when they need them.

The collaboration with Europcar is particularly vital for London-based Action Challenge this year as it gears up for a busy summer season. In 2025, events will include the Snowdon Night Summit as well as a series of 18 Ultra Challenge fundraisers, such as the Jurassic Coast, London 2 Brighton and Peak District events.

Nicola Smith, Commercial Director at Action Challenge, commented, "Having a reliable vehicle partner like Europcar is essential for the success of our events. The nationwide network and the availability of a variety of vans mean we can confidently plan and execute our challenges, knowing we have the logistical support we need. Europcar's commitment, especially during peak seasons, is invaluable to the hundreds of charities we support."

Keith Shorter, Director of Europcar Vans & Trucks added, "It's great to know our vans are playing a part in helping such a worthwhile organisation deliver their events and, in turn, support so many fantastic charities across the UK. All of our stations are fully committed to ensuring Action Challenge has the vehicles they require to continue their important work."

Action Challenge supports over 500 charities and has helped raise an impressive total of more than £99 million to date. Their nationwide events provide crucial fundraising opportunities for these organisations. The close collaboration with Europcar ensures that logistical hurdles are minimised, allowing Action Challenge to focus on maximising their impact for the charities they serve.

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Notes to Editors

About Europcar Mobility Group

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"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