

London, 25th March 2024

THE KIDS ARE GOING GREEN

New Europcar research finds that 12-15 year olds are the most environmentally aware when it comes to small actions

Ahead of Everything Electric London, where a host of organisations will be offering tips and insight on how everyone can reduce their environmental impact, Europcar has dived into the green habits of UK families.

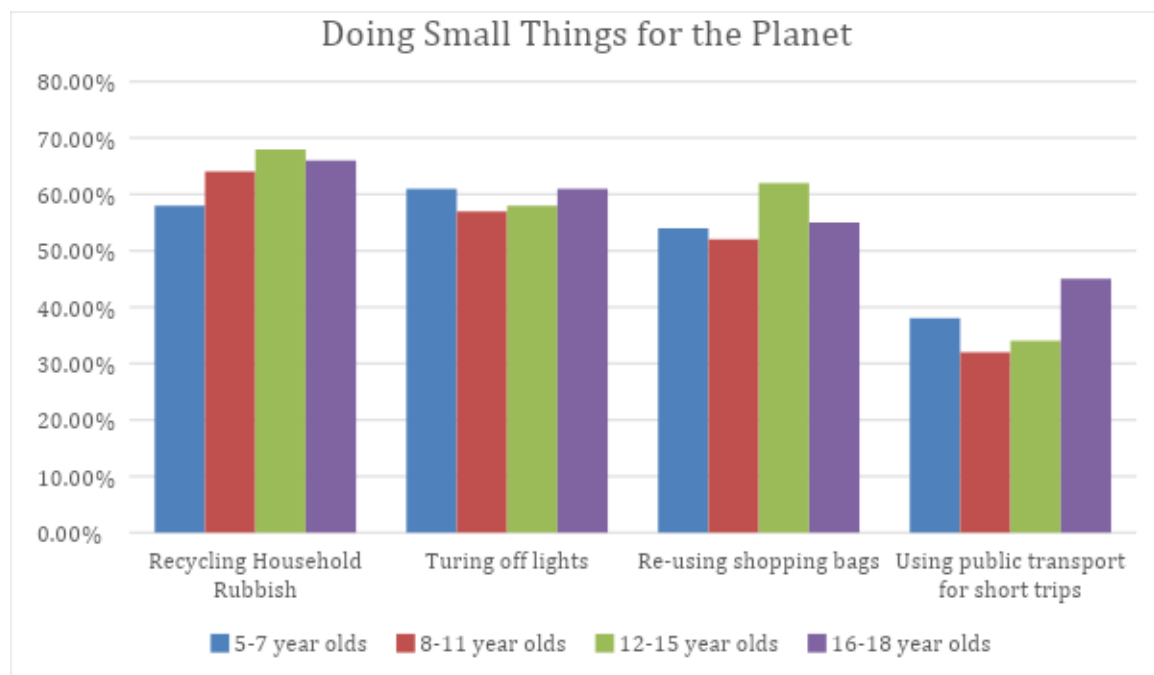
Research of 500 parents of children aged between 5 and 18 found that more than half of the kids do small things that could make a big difference.

Key findings

When parents were asked what their children did to help the environment...

- 64% recycle household rubbish
- 59% turn off lights in rooms not in use
- 56% re-use shopping bags or use bags for life
- 12-15 year olds are the biggest champions of green actions

With nearly half of the parents surveyed driving vehicles more than 5 years old – and almost 60% having no plans to change their vehicle for something lower emitting in the next 12 months – it's good news that the younger generation have a focus on sustainability.



“As the parent of a 12, 10 and 6 year old, I already know there is a real awareness amongst children of the big environmental issues we are all facing”, said Mark Newberry, Commercial Director & Sustainability spokesperson, Europcar. “And I found it really heartening that even the 5-7 year olds get the message that recycling rubbish and turning off lights are the right things to do.”

When it comes to transport the Europcar research also shows that there’s a growing awareness that getting in the car isn’t essential every time.

“The reality is that people still need to get to school, work and do the shopping”, added Mark Newberry. “But if we can do all of those things, whilst having less impact on the environment, then all the better. And it seems that, according to their parents, kids are also getting that message with more than a third using public transport or walking rather than asking for a lift for short trips.

“At Europcar we’re working hard to reduce the environmental impact of motoring. The choice and number of electric vehicles we can offer to customers has grown significantly in the last 12 months, now accounting for 12% of our fleet. And we’re giving motorists the chance to try out EVs in real-world conditions before they make a long-term financial commitment to change as well as providing access to a wealth of resources to help motorists inform themselves and dispel the myths.”

At Everything Electric London, Europcar is offering a chance to win a one month free electric vehicle hire worth over £2,000. Experts will also be on hand in The EV Café Village to provide help and advice on how to start the journey towards zero emissions.



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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