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Europcar turbo charges EV Fleet for Insurance sector Mobility provider enhances offering for insurers targeting the EV market

Europcar is underlining its commitment to supporting insurers targeting the EV market with a confident plan of fully electric and plug-in hybrid vehicle additions to its fleet in 2024.

The end of 2023 saw electric vehicles account for over 12% of Europcar's fleet – a 379% increase over 2022 - with customers driving more than 3.5 million EV miles and 50,000 more EV rental days than the previous year. The company's ambitions for 2024 are even greater as it schedules a range of new electric models for the fleet based on its strong OEM partnerships.

Amongst the car additions already available for insurers to access for EV policyholders while their vehicle is off the road are the recently launched Jeep Avenger, the Skoda Enyaq and the Volvo XC60 and XC90 PHEVs. These new EV models come alongside the already well-established fleet of Tesla Model 3s, Mercedes-Benz EQ models and MG4 available from Europcar locations across the UK.

Europcar has also introduced a stress-free approach to vehicle charging for its rental fleet, to ensure customers don't have to worry about returning the vehicle with a full charge. Every electric vehicle is provided at the start of rental with between 50% and 80% charge and the vehicle can be returned with just 20% battery charge.

As James Roberts, Head of Insurance Sales at Europcar Mobility Group UK explained, the fleet strategy is designed to give insurers more choice of vehicle types to meet their policyholder needs.

"The latest new car sales figures show that there continues to be an appetite for electric motoring. However the big conundrum for insurers stepping into the EV marketplace is how to handle customer expectations when it comes to replacement vehicles. With Consumer Duty now a big focus for insurers, it is critical that they have a replacement vehicle partner that is fit for purpose for the growing EV parc."

Europcar's dedicated insurance service also ensures that vehicles can be delivered and collected for ultimate policyholder convenience, further enhancing the customer experience for insurers.



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Notes to Editors

About Europcar Mobility Group

Europcar Mobility Group is a global mobility player, with 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, Ubeeqo® – one of the European leaders of car-sharing (BtoB, BtoC) 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 16 wholly owned subsidiaries completed by franchisees and alliance partners).

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