



London, 16th May 2024

EUROPCAR NAMED AS OFFICIAL MOBILITY PARTNER FOR LONDON TO BRIGHTON EV RALLY

22nd June 2024

20% Discount on EV Rental for Rally Participants

Europcar Mobility Group UK has been chosen as the Official Mobility Partner for the 2024 London to Brighton EV Rally taking place on 22nd June. With the challenge to use as little energy as possible, the rally will see more than 100 electric vehicles – including a team of Europcar employees in branded EVs – travel approximately 60 miles from central London to Madeira Drive in Brighton.

As the official Mobility Partner, Europcar is offering a 20% discount on EV rental for anyone who wants to put electric motoring to the test in the rally, starting from any date from 17th to 22nd June for up to 7 days. The Tesla Model 3, MG4, and several Mercedes-Benz EQ models can all be rented from locations around the UK. Europcar is also offering 10 free places on the rally on a first come, first served basis.

“We are excited to be involved in this inspirational and fun event, showcasing the latest EV technology and adding a touch of competition to greener driving,” commented Sarah Clarke, Consumer Marketing Manager, Europcar Mobility Group UK.

“Our teams are really looking forward to taking part in the rally itself, as well as meeting other participants during the afternoon and evening events. The drive from London to Brighton will be an excellent opportunity to show the ease with which the latest electric cars can perform and will be a great opportunity for drivers who may have previously disregarded zero emissions options to discover everything about electric motoring in real-world conditions. 60 miles is well within the range of most electric cars, and we expect many rally participants to take the return journey too without having to stop to charge.”

Once participants cross the finish line, they will share energy consumption data before enjoying activities on Brighton Seafront including test drives of the latest EVs and a micro-mobility stunt show. Drivers will also be invited to visit the Europcar Lounge, where they can find out more about the Europcar low and zero emissions fleet while enjoying complimentary refreshments.

In the evening, an awards ceremony will recognise the most energy efficient drivers and vehicles on the journey from London to Brighton.

For a chance to get free entry into the London to Brighton EV Rally and 20% discount on EV hire use "EUROPCAR" as the promo code when booking [here](#).

For anyone who has already booked onto the Rally and wants to hire an EV they can do so directly though: <https://www.europcar.co.uk/en-gb/p/offers/l2b-ev-rally>

For any further information on the EV Rally visit <https://londontobrightonelectricvehiclerally.com/2024-rally/>

Terms and Conditions of Discount

- 20% discount on electric vehicle hire in the UK
- Offer applicable to electric vehicles only
- Check out between 17th - 22nd June 2024
- Offer available on rentals of 3 days to 7 days from the day of check out
- Check out for all stations
- Subject to availability and driver qualification
- For more information please refer to [full terms and conditions](#).



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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