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EUROPCAR MOBILITY GROUP UK CONTINUES FOCUS ON COMPANY CAR EMISSIONS REDUCTION

Partnership with CBVC Vehicle Management renewed as average CO₂ per company car cut to 29 g/km

With a continued focus on 'walking the talk' on decarbonisation, Europcar Mobility Group UK has renewed its contract for the supply and management of its company cars for employees with CBVC Vehicle Management. The new contract extends the partnership for a further 3 years following a highly successful initial carbon reduction programme which saw average CO₂ per company car coming down from 129 g/km to just 29 g/km. Nearly 80% of Europcar Mobility Group UK company car drivers now drive battery electric.

As Mark Newberry, Commercial Director and Sustainability spokesperson at Europcar Mobility Group UK explains, reducing carbon emissions in its own company car fleet is an important demonstration of Europcar's commitment to sustainability.

"We are working with a wide diversity of businesses that are getting to grips with reducing emissions on their own fleets. It is, therefore, essential that we can show we understand the barriers they may face when aiming to win the hearts and minds of their drivers. By working with CBVC we have been able to deliver a streamlined solution that makes it easy for employees to make the switch.

"We have also learnt about some of the things that drivers worry about before they make the switch – and the reality once they get behind the wheel of their electric company car."

Research earlier this year of Europcar company car drivers who had chosen to switch to electrified motoring revealed that 78% said the range of their vehicle satisfied or exceeded their expectations; 48% of those said it exceeded their expectations. And nearly a quarter found the cost of charging cheaper than expected with 57% saying it was as expected.

As part of the emission reduction scheme, CBVC Vehicle Management created the Driver Vehicle Selection Portal. This makes it easy for company car drivers to select an EV, using market-leading technology, video reviews and vehicle trade-up options. Plus cash allowance drivers who want to capitalise on ultra-low BIK EVs have been able to opt back into the company car scheme.

CBVC has also used whole life costs to generate multi-brand vehicle lists, with its expertise not only helping employees to go electric. Its multi-bid acquisition and enhanced levels of service are also delivering lower costs for the Europcar business.

"It has been a pleasure working with Europcar" commented CBVC Account Manager, Julie Hayes. "Our innovative automated selection process rewards drivers for picking lower CO₂

cars. And with recent increases in prices, we have demonstrated the value of a multi-bid approach to funding.”



Mark Newberry, Commercial Director

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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, Europcar on Demand – 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