



PRESS RELEASE

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Europcar Mobility Group Installs Audi SQ5 in an XXL Suitcase at Munich Airport

Since August 20, 2026, Europcar Mobility Group Germany has been showcasing a new brand installation at Munich Airport. In the central area, right among the car rental providers, an Audi SQ5 is displayed inside an oversized suitcase in Europcar's signature green. Munich Airport handled approximately 43.4 million passengers in 2025. This exhibit ensures the brand is visible exactly where travelers most frequently need flexible mobility solutions before or after their flights.

What is Europcar showcasing at Munich Airport?

The exhibit combines two motifs in a single object: the vehicle and the piece of luggage. The Audi SQ5 is displayed inside an open suitcase in Europcar green in the central area of the terminal, right next to the car rental counters.

"At Munich Airport, we reach travelers from all over the world who want flexible mobility both before departure and after landing," says Michael Knippel, Managing Director of Europcar Mobility Group Germany. "The oversized green suitcase with the Audi SQ5 translates our mobility promise into a powerful, memorable image. Together with Audi, we're showcasing what Europcar stands for: high-quality vehicles, flexible solutions, and mobility that reliably gets people to their destinations - all with a touch of humor. The new exhibit is, in the truest sense, a 'success story.'"

Why is Munich Airport important to Europcar?

Munich Airport is one of the busiest locations in Europcar's German network in terms of passenger volume. In 2025, approximately 43.4 million passengers used the airport - 1.8 million more than the previous year. Europcar operates a rental station in the central area of the airport, serving both private and business customers.

"Munich Airport is unique as an advertising location because it combines international visibility with special experiences," says Maria Dahlhaus, Head of Commercial Activities at Munich Airport. "Europcar's creative exhibition design impressively demonstrates how brands here are not only visible but can also be



directly experienced by travelers. It is precisely this combination of reach, emotion, and creative presentation that makes the airport an exceptional platform for brands.”

How is Europcar expanding its presence at German airports?

The Europcar Mobility Group is further developing its rental stations and brand spaces at four additional German airports.

- Hamburg Airport: exclusive premium parking spaces for Europcar customers.
- Frankfurt Airport: a new rental station and vehicle installation since the opening of Terminal 3.
- Stuttgart Airport: illumination of the former weather radar tower in Europcar green.
- Cologne Bonn Airport: ongoing modernization of the rental station.

A common vision underpins these individual initiatives. Europcar aims to reach travelers right where their arrival becomes their next departure.

Frequently Asked Questions

Where exactly is the Europcar installation located at Munich Airport?

The installation is located in the central area of Munich Airport, right in the car rental provider section.

Which vehicle is Europcar showcasing in the installation?

Europcar is showcasing an Audi SQ5 inside an oversized suitcase in the brand’s signature Europcar green.

At which German airports does Europcar operate stations and brand spaces?

Europcar has locations and branded spaces at airports including Munich, Hamburg, Frankfurt, Stuttgart, and Cologne Bonn.

In how many countries is the Europcar Mobility Group represented?

The Europcar Mobility Group is represented in over 130 countries, including 14 wholly-owned subsidiaries as well as franchisees and alliance partners.

Why is Europcar collaborating with Audi on this installation?

The collaboration with Audi represents the premium segment of the Europcar fleet and makes the vehicle selection immediately visible at the airport.



Maria Dahlhaus, Head of Commercial Activities at Munich Airport, and Michael Knippel, Managing Director of Europcar Mobility Group Germany, in front of the exhibit

(c) Europcar_Lukas Sammetinger



Our Success Story: The Audi SQ5 in the Iconic XXL Suitcase

(c) Europcar_Lukas Sammetinger



Our suitcase is right at the Europcar location
(c) Europcar_Lukas Sammetinger



A real eye-catcher at Munich Airport
(c) Europcar_Lukas Sammetinger

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About the Europcar Mobility Group

Europcar Mobility Group is a global mobility player, with over 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, 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 14 wholly owned subsidiaries completed by franchisees and alliance partners).

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