



London, 26<sup>th</sup> June 2024

## **Europcar powers up for the Yorkshire Beast**

### **Mobility expert provides support vehicle and sponsorship to keep Enjoy Travel team on the road throughout 4 day epic event**

Europcar Mobility Group is working with global business and leisure travel broker, Enjoy Travel, to support an epic fundraising event for The Alzheimer's Society at the end of June.

A dedicated team of cyclists will be completing the extreme cycling challenge – known as the Yorkshire Beast – organised by the Ultra6 World Record Race Team. The gruelling event will test their limits as they embark on the 450-mile journey through the stunning Yorkshire Dales, ascending an incredible 29,000 feet over 2-4 days.

As well as sponsorship of the Enjoy Travel team, which is being led by CEO, Martin Mansell, Europcar is supplying a Renault Berlingo support vehicle for the 4 day challenge. The van is being handed over ahead of the challenge at Europcar's Sheffield Van Supersite. The Europcar Sheffield team will also be on hand on day 4 of the challenge (1<sup>st</sup> July) to provide refreshments for the cyclists as they pass through the city before completing the challenge.

As Karen Moule, Brand & CSR Marketing Manager at Europcar Mobility Group UK explained, the sponsorship reflects the strong partnership between the two organisations. "Europcar has worked with Enjoy Travel since 2009. We have a like-minded approach to customer service; we, therefore, felt it made complete sense to support the team for such an important cause."

"The Yorkshire Beast is a chance for cyclists to push their limits while contributing to a cause that touches so many lives," added Martin Mansell, CEO of Enjoy Travel. "We're thrilled to partner with the Alzheimer's Society to raise awareness about the important work they do and are delighted that Europcar has committed to support us including provision of the support vehicle."

The partnership between EF-group, Enjoy Travel, Clarion Solicitors and Europcar will be showcased through branding on the Enjoy Travel team's cycling kit and pre-launch shirts, highlighting their collective commitment to making a positive difference.

EF-group and Enjoy Travel have collectively raised over £5,000 for the Alzheimer's Society charity, with the Ultra6 team securing a total of £15,000 in pledges to date.

The Yorkshire Beast challenge is more than just a cycling event; it's an opportunity to create meaningful change and support a worthy cause. All funds raised will go to the Alzheimer's Society, a charity dedicated to supporting individuals living with dementia and their loved ones.

The Ultra6 World Record Race Team consists of extreme cyclists, runners, and sporting enthusiasts passionate about pushing themselves to their limits to raise awareness and funds for invaluable causes.

Visit the team's JustGiving page to make a donation:

<https://www.justgiving.com/page/yorkshire-beast-1704968180810>



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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](http://www.europcar-mobility-group.com)