

## **Communication & Entreprise and Trophées de la Communication Recognize #MyEuropcarRoadTrip Campaign**

**Saint-Quentin-en-Yvelines, 18 December 2015** - The jury of the *Communication & Entreprise* Grands Prix has awarded Honorable Mention in the External On-line Strategy category to Europcar, the leading European vehicle rental provider, for its #MyEuropcarRoadTrip international on-line campaign (<http://www.communicationentreprise.com/les-grands-prix/le-palmars-2015.html>). The campaign was also recognized by the *Trophées de la Communication* jury in the Best Social Media Communications Initiative category (<http://www.trophees-communication.com/laureats.html>).

The original campaign, in partnership with Spotify, was rolled out in nine countries. More than 5,000 road-trippers shared their photos. The campaign included a dedicated mini-website and Facebook application. It involved a set of seven humorous videos by the Dim Sum Academy (the Fred Testot talent network), in partnership with Spotify, for the creation of nine dedicated playlists, collaboration with 11 influential Instagrammers and nearly 200,000 My Europcar Road Trip tie hangers installed in vehicles in Europe.

Results were extremely positive for the Europcar brand, with more than 6,000 participants generating 306,000 votes, 400,000 people reached through social networks, and engagements thanks to Instagram influencers (more than 261,000 contacts generated).

*"By celebrating the pleasure of road-trips and travel, Europcar wanted to pay tribute to the customers who rely on us daily. This international campaign demonstrates our commitment to enhance the on-line presence of the Europcar brand, to bring it ever closer to customers. #MyEuropcarRoadTrip creates brand preference thanks to a distinctive experience offered to our community, customers and future customers,"* said Nathalie Poujol, Group Communication Director, Europcar.

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### **About Europcar**

Europcar Groupe shares (EUCAR) are listed on the Euronext Paris stock exchange. Europe's leading vehicle rental service for more than 65 years, Europcar is also a major player in mobility markets. Active in more than 140 countries, Europcar serves customers through an extensive vehicle rental network comprised of its wholly-owned subsidiaries as well as sites operated by franchisees and partners. In addition to the Europcar® brand, the company offers low-cost vehicle rentals under the InterRent® brand. A commitment to customer satisfaction drives the company and its 6,000 people forward and provides the impetus for continuous development of new services. The Europcar Lab was created to respond to tomorrow's mobility challenges through innovation and strategic investments, such as Ubeeqo and E-Car Club.

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