

Saint-Quentin-en-Yvelines, March 30, 2016

## Europear launches an innovative €1 rental offer named OneWay!

Europear, the European leader in vehicle rental services and a major player in mobility markets and a major mobility player, has announced the launch of its new 1-euro "one-way" rental solution dubbed OneWay available exclusively online on Europear websites. With its new offer, Europear delivers a mobility solution that seamlessly meets the needs of a younger clientele with a lower budget but more flexible travel plans. OneWay is available in France, Italy and UK and will be rolled out soon in other Group's European countries.

### What do clients get with OneWay?

A latest generation car for a point A to point B "one-way" trip lasting 24 to 72 hours, for the symbolic price of one euro including the standard protection package. Users can find out which routes are available simply by visiting Europear websites. An interactive map shows the cities where routes begin, at a glance. The user can just click on one of these cities and all the available routes are displayed together with dates.

#### Why bring out a 1-euro offer?

To provide an optimum rental service, Europear often needs to get cars to agencies for readying, or simply to return them to the makers. With this offer, Europear optimises its car movements and provides its clients with a unique mobility solution for just 1 euro.

"OneWay is a perfect illustration of Europear's innovation DNA and strategy aimed at tomorrow's mobility concerns. We are now glad to be offering OneWay in response to the expectations of a younger clientele looking for flexibility and competitive pricing, but appreciative of Europear's service standards. In addition, OneWay is an opportunity for us to move cars around optimally" states Fabrizio Ruggiero, Head of Mobility and Member of the Management Board of Europear.

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# Explore the offer in detail and the destinations you can travel to using the OneWay service by visiting Europear websites.

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## About Europcar Groupe

Europear shares (EUCAR) are listed on the Euronext Paris stock exchange. Europear is the European leader in vehicle rental service and is also a major player in mobility markets. Active in more than 140 countries, Europear 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 Europear® 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 Europear 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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