



Saint-Quentin-En-Yvelines – June 9, 2016

Europcar Group strengthens its leadership on the B2C car sharing with the acquisition of Bluemove by Ubeeqo

Europcar Group, the European leader in vehicle rental services and a major player in mobility markets, announced, through Ubeeqo, the innovative mobility start-up in which Europcar took a majority share, the acquisition of Bluemove, a mobility tech start-up and car sharing leader in Spain. This acquisition is a further step in the Group's ambitious acquisition plan and is fully part of its strategy to become the reference for urban mobility.

Bluemove is the Spanish leading tech company in the car sharing market for individuals, giving access to a 24 hours available fleet, seven days a week, through a dedicated app. It is a well-established brand in Spain since 2011, with a community of 47 000 registered customers, operating in the cities of Madrid, Seville and Malaga, and will be soon launched in Barcelona and Valencia. It enjoys strategic agreements with diverse private and public entities in all cities where it operates, such as the Regional Transport Consortium of Madrid. In 2015, Bluemove was the winner of the '2015 Customer Value Leadership Award' by Frost & Sullivan.

This acquisition will allow Europcar Group to further accelerate the development of car sharing, through Ubeeqo, by bringing its support on the scale up of the business thanks to its customer base and its know-how for fleet management and financing. Ubeeqo is actually deploying its multi modal platform offering a seamless book and pay experience to customers and is already present in 3 European countries - France, UK, Belgium - soon in Germany and now Spain through Bluemove.

“We are pleased of this acquisition that strengthens with Ubeeqo our leadership on the mobility markets and allows us to attract and address new customers. Together, we are going to simplify customers’ lives by providing them solutions that adapt seamlessly to their usage patterns and mobility needs.” commented Philippe Germond, Chairman of the Europcar Group Management Board before adding *“Only few weeks after the acquisition of a French franchisee, Locaraise, this new operation is a further illustration*



of our commitment to create value for our shareholders through acquisitions and through the development of new mobility services, alongside the deployment of the second phase of our Fast Lane transformation plan.”

About Europcar Group

Europcar shares (EUCAR) are listed on the Euronext Paris stock exchange. Europcar is the European leader in vehicle rental service and 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.

For more information on Europcar

www.europcar-group.com

For more information on Ubeeqo

www.ubeeqo.fr

For more information on BlueMove

www.bluemove.es

Europcar / Press relations

Nathalie Poujol

+33 1 30 44 98 82

europcarpressoffice@europcar.com

Europcar / Investor relations

Aurélia Cheval

+33 1 30 44 98 98

Investor.relations@europcar.com

Havas Paris

Jean-Baptiste Froville

+33 1 58 47 95 39