

Saint-Quentin en Yvelines, June 29, 2016

## Europcar puts the customer at the heart of its new communications campaign

**Europcar, the leading car rental provider in Europe and a major mobility player, is launching an international communications campaign promoting the ultra-customisation of its services.**

**A fresh, personalised slant on the brand's signature slogan, "Moving Your Way" ...**

Developed by Paris-based Rosapark advertising agency, the campaign creatively leverages the brand slogan, “Moving Your Way”, by rephrasing it to include first names – a fresh and immersive way to highlight the brand’s ability to provide offers and services that meet the ever-evolving and individual needs and purchasing patterns of its customers.

Each creative element invites the consumer to explore Europcar's solutions, such as *ToMyDoor* (vehicles delivered to the customer's home or office), or *Selection* (luxury and fun cars).



The campaign is launched in all of Europcar's corporate countries (Australia, Belgium, France, Germany, Italy, New-Zeland, Portugal, Spain, and the United Kingdom) using various media, including visual displays in major European airports, on the brand's commercial vehicles, as well as in the group's branch locations.



**... And a video inspiring drivers to follow their dreams!**

In the heart of the city of London, Europcar in partnership with Mercedes-Benz created a unique event by building the first carousel for adults with 5 of the latest Mercedes-Benz models. The whole experience - its construction, discovery and use by the general public – has been captured in a 45'' film.

The light-hearted video went live on Facebook and YouTube from June 28 2016, and is the milestone of a three-week social media campaign. This new viral idea echoes the group's signature slogan, "Moving Your Way," and demonstrates Europcar's commitment to customer-centricity, making each and every trip a unique travelling experience.

English version of the video : <https://youtu.be/uNlicJ25o5g>

French version of the video : <https://youtu.be/ZDPntLryXJk>

*"We are delighted to have the opportunity to present this new, ambitious advertising campaign, which reflects our core mission: to provide our customers with a unique mobility experience that meets their individual needs. As the European leader, our objective is to differentiate ourselves by offering innovative, simple and customised solutions that make all the difference. That's the entire theme of this customer-centric campaign!"* said Sheila Struyck, Europcar Group Marketing Director.



***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 Ubeego and E-Car Club.

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