



## Media Information

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### **Infiniti's first "Europe Car" joins the Europcar Fleet**

Rolle, Switzerland; Voisins le Bretonneux - France – Infiniti's newest model, the Q30 Premium Active Compact, has 'Europe' written all over it – including on the key fob. The first Infiniti built in and for Europe is joining forces with Europcar, the European leader in vehicle rental services and a major actor in mobility markets to bring the acclaimed new premium model's stand-out style to drivers in selected markets in Europe.

As from July, a total of 1,200 Infiniti Q30s will be available in Europcar networks in France (255 cars), Germany (345 cars), UK (500 cars) and Italy (100 cars).

*"The Q30 is designed for European roads and European drivers and our partnership with Europcar gives us the perfect opportunity to demonstrate that," said Francois Goupil de Bouillé, Vice President of Infiniti Europe, Middle East and Africa. "Since it went on sale in Infiniti Centres a couple of months ago, the Q30 has been its own best advertisement, so it is natural we want to get as many people as possible driving it and seeing it on the streets – from Berlin to Paris, and London to Rome."*

Sheila Struyck, Group Marketing Director said: *"We are delighted to announce this new partnership with Infiniti and are very happy to be able to provide our customer with the all new Infiniti Q30. We share the same commitment to customer service and I am sure our customers are going to love driving Q30. The scope of this cooperation is a strong illustration of our trusted relationship with Infiniti."*

Designed, packaged and equipped to please the most demanding European tastes, the Q30 is also the first Infiniti to be built in Europe – at state-of-the-art facilities in Sunderland, UK – making the partnership with Europcar even more of a natural fit. The Q30 has recently been judged best small family car for safety by independent vehicle safety organisation Euro NCAP. The model not only boasts a maximum five-star rating for crash test performance, but also safety systems and child and pedestrian protection measures that surpass all its competitors, according to Euro NCAP.

**About Infiniti:**

Infiniti Motor Company Ltd. is headquartered in Hong Kong with sales operations in over 50 countries. The Infiniti brand was launched in 1989. Its range of premium automobiles is currently built in manufacturing facilities in Japan, the United States, United Kingdom and China. Infiniti plans to also expand manufacturing into Mexico by 2017.

Infiniti design studios are located in Atsugi-Shi near Yokohama, London, San Diego and Beijing.

Infiniti is in the middle of a major product offensive. The brand has been widely acclaimed for its daring design and innovative driver-assistance technologies.

From the 2016 season, Infiniti is a technical partner of the Renault Sport Formula One team, contributing its expertise in hybrid performance.

More information about Infiniti and its industry leading technologies can be found at [www.infinitipress.eu](http://www.infinitipress.eu) and [www.infiniti.eu](http://www.infiniti.eu). You can also follow us on Facebook, Twitter, LinkedIn and see all our latest videos on YouTube.

**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.

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