

Bluemove pursues its development with the launch of its car sharing service in Barcelona

After Madrid and Seville, the start-up has chosen the Olympic city as the third launch in Spain to set up its service.

With Bluemove's arrival in Barcelona, the aim is to improve the mobility in the city – an issue that affects large urban areas all over the world -, while reducing the environmental impact caused by the traffic. According to company data, every Bluemove car replaces between 13 and 17 private vehicles. Furthermore, Bluemove's car-sharing offers a reduction in mobility costs for customers, particularly for those who drive fewer than 15,000 kilometres per year, and offers sustainable alternatives such as public transport and bicycles.

Fabrizio Ruggiero, Europcar Group Deputy CEO Sales, Marketing, Customers & InterRent, stated *“We are happy that Bluemove is stepping up its development with this new opening in Barcelona. It allows Ubeego to strengthen its presence in Europe and particularly in Spain and demonstrates Europcar Group’s strategy to propose even more mobility solutions to our customers all across Europe.”*

The company has also launched a marketing campaign, to support the launch, giving exclusive discounts to the first 1000 people to sign up. It is free to join the service and there are no fixed costs for customers.

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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Europcar / Press relations

Europcar / Investor relations

Olivier Gernandt
+33 1 30 44 98 98
Investor.relations@europcar.com

Jean-Baptiste Froville
+33 1 58 47 95 39