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# Europear Group unveils a new flagship station in Brussels, highlighting its strategy in the New Mobility market

Europear Group, the European leader in vehicle rental services and a major player in mobility markets, inaugurated in Brussels its new mobility flagship station. Designed as a unique and exclusive multimodal platform, the new station reflects the Group's ambition to become a global mobility solutions leader.

It also heralds the upcoming deployment of Europear's network throughout its agencies, which will put the power of digital technology — combined with a flexible, innovative and highly customized service offering — at the heart of the customer experience.



In response to the ever-growing place of smartphones in the customer journey, the agency is equipped with digital kiosks designed to increase proximity with customers. These kiosks allow customers to have a quick access to practical information but also to be guided towards a dedicated person depending on their requests thus improving quality of service and saving the customer valuable time.

The new concept creates a much more intuitive space to give customers a memorable experience and reinforce their relationship with the Europear® brand. It will be rolled-out progressively in the whole Europear network thus creating an environment in line with Europear's® brand territory centered around "enjoyment" and its main brand values: empathy, simplicity, innovation and trust.

Within this next-generation agency, the Europear Group relied on the innovation capacity of its Europear Lab to design solutions that can meet every mobility needs, from rental to carsharing, on a daily basis or occasionally. For instance, it is possible to book a traditional or electric vehicle, get a car-sharing solution with Ubeego, a Europear Group subsidiary, or to

1



rent a Scooter with Scooty, a Belgian start-up that gives access to electric Scooter, who is a partner of Europear in Belgium.

Finally, the agency's dynamic visual appearance and carefully planned layout, fashioned in the brand's signature color scheme, are designed to create a cozy yet elegant setting. Particular attention has been paid to comfort while they wait like for example the availability of smaller seats for children.

"With our Brussels flagship, we are confirming our will to provide our customers with a world class customer experience, both in the customer journey and the range of mobility solutions offered. Our goal is to deploy on a mid-term basis the new station concept in strategic places such as airport, railway stations or big European cities in order to better answer our customer's needs." said Fabrizio Ruggiero, Europear Group's Deputy CEO, Sales, Marketing, Customers & InterRent.

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#### **About Europear 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 whollyowned 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.

For more information on Europear

www.europcar-group.com

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