

Europcar Offers Customers A Tenner For Fuel



Released on: August 11, 2009, 3:03 pm

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Industry: [Automotive](#)

Europcar, the UK's leading vehicle hire company is giving customers a £10 voucher towards their next hire if they bring their car back with more than a quarter of a tank of fuel.

The offer applies to customers who bought a full tank of fuel at the start of the hire, taking advantage of just one of Europcar's [car hire deals](#), including Europcar's competitive rate per litre, 5p under the average high street pump price.

"Customers have told us they like the option of buying fuel up front as it saves them the hassle of re-fuelling the vehicle at the end of the hire and also means they receive a good rate at a time when fuel costs are rising again", said Catriona Lougher, Marketing Director of [car hire](#) firm Europcar.

"However, there are occasions when the customer has not used as much fuel as they anticipated and this can cause some dissatisfaction. As it would be difficult to calculate the exact reimbursement cost for any fuel left in the car, we have decided to offer a £10 voucher towards their next hire. This is all part of our commitment to make vehicle hire from Europcar accessible, straightforward and cost-effective for our customers."

This new offer is being announced alongside a host of other activities by the company, including the launch of 'Hot Summer Tweets', the new [Europcar Twitter campaign](#) to help engage customers during the

peak summer months, and a competition to win a 5 star weekend break by signing up to the Europcar newsletter.

Ends

Notes to Editors
Europcar is the European leader in passenger [car and van hire](#). The company serves business and leisure customers throughout Europe, Africa, the Middle East, Latin America and the Asia-Pacific region.

Europcar is the first company to win the World Travel Award for 'the World's Leading Green Transport Solution Company'. Today, over 99% of Europcar's fleet is certified 'Euro IV' or above - the most stringent applicable European Union standards today in terms of energy consumption and emissions.

Excluding franchise operations, in 2008 Europcar signed more than 10 million rental contracts, with 8,000 employees and a fleet exceeding 225,000 vehicles. In September 2008, Europcar and U.S. market leader Enterprise Rent a Car joined forces in a strategic alliance to form the world's largest car rental network, with more than 1.2 million vehicles and 13,000 locations around the world.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)