Europcar launches Hire Rewards

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Europcar, the UK's leading vehicle hire company has launched Hire Rewards to make vehicle hire more accessible and more affordable for UK households.

Offering potential savings of over £200 on a week-long hire, Hire Rewards is a loyalty programme created specifically for customers hiring once or more a year to provide real cost-savings every time they hire, whatever they go for car hire, van hire or prestige car hire.

The launch of Hire Rewards comes at a time when households are looking for cost-savings as well as greener ways to travel. Many have downsized their own cars and need something bigger, smarter and more reliable for holidays and special occasions, or are looking for alternatives to ownership. Add to this the returning popularity of domestic holidays and Hire Rewards offers those travelling in the UK easy and cost-effective access to a wide range of vehicles on average just six months old, from more than 200 branches nationwide.

Customers can sign up for Hire Rewards at any Europcar location or online and enjoy the benefits instantly.

Catriona Lougher, marketing director for Europcar said: "27% of Europcar customers hire because they are worried about the reliability

of their own car, 21% because their own car has broken down and 24% require a bigger vehicle. Furthermore, 23% hire because they don't have a car. We want these customers to keep coming back to Europcar and by offering Hire Rewards they will have very good reason to. With great savings, UK-wide coverage, and a fantastic choice of vehicles, on average less than six months old, we're making car hire cost-effective, straightforward and stress-free."

About Europcar

Europcar is the European leader in passenger car and light utility vehicle rentals. The company serves business and leisure customers throughout Europe, Africa, the Middle East, Latin America and the Asia-Pacific region. Since March 2007 with the acquisition of Vanguard EMEA, its network comprises more than 5300 rental outlets in 160 countries.

The Europcar fleet has an average CO2 of 158g/km compared to the average UK car park which has 164.9 g/km CO2. Europcar is the first company to win the World Travel Award for "the World's Leading Green Transport Solution Company." Today, more than 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 8000 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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