

## Europcar Launch Sale to Beat the Winter Blues

*Europcar has announced the launch of its New Year sale with 50% off cars throughout January*

(FV Newswire) December 30, 2009 -- Europcar has launched its New Year sale with up to 50% discount on UK car hire in January 2010. With free delivery on hires of 2 days or more, Europcar is making it easy for customers to enjoy a quick escape in a hire car for a New Year bargain break or a larger vehicle for a splurge at the sales, while ensuring it doesn't have to break the bank.

The RAC Cost of Motoring Index 2009 revealed that many households have downsized the family car to save costs. Europcar's winter offer means families can have swift and easy access to a larger vehicle or a prestige car hire just for the time they need it without the hassle and cost of ownership. And with the cold days and long dark nights of New Year, they can enjoy peace of mind that the vehicle has been fully maintained and is covered by 24 hour roadside assistance.

"At the start of the year, money's often too tight to mention," said Catrioner Lougher, Marketing Director for Europcar UK Group. "Our up to half price deal makes UK car hire (<http://www.europcar.co.uk/>) more affordable than ever, enabling families to get out on the road for less and in comfort, while saving wear and tear on the family car."

This offer is available across the Europcar fleet at a wide range of locations including major airports, ideal for families who need a large hire car to Heathrow Airport ([http://www.europcar.co.uk/car-hire-LONDON\\_HEATHROW\\_AIRPORT.html](http://www.europcar.co.uk/car-hire-LONDON_HEATHROW_AIRPORT.html)) to fit everything in for winter ski or sun break.

This offer is available to those booking by the 31st of January and valid from the 4th of January to the 30th of June although some specific dates may be excluded. The offer is valid for participating branches only and standard terms and conditions apply. Further information on the half price car hire offer (<http://www.europcar.co.uk/EBE/module/booking/FirstStepPromotion.do?promold=564c597d47440f3a793d7450036a042f>) is available through the Europcar website.

About Europcar (<http://www.europcar.co.uk/EBE/module/render/Our-mission>):

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 over 5,300 rental outlets in 160 countries. The Europcar fleet has an average CO2 of 158g/km compared to the average UK car parc\* 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, 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.

\*Based on 2007 figures from SMMT

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