

Europcar launches 'Privilege' loyalty programme

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Europcar, the UK's leading vehicle hire company, continues to bring travellers the best rates with the launch of Privilege, its new loyalty programme. Membership is free, allowing frequent hirers to benefit from tailor made discounts, including up to 30% off all leisure rentals.

Reflecting its understanding of the time pressures on travellers - especially independent business travellers - Privilege provides members with crucial time-saving benefits. It eliminates queuing and paperwork and guarantees reservations. Plus, as well as saving money on car hire, Privilege members have access to discounts from other premium services from Europcar partners, offering loyal customers the ultimate reward scheme.

Travellers simply sign-up online on Europcar's website to earn Privilege activity points. From the very first hire members are part of the Privilege Club, receiving guaranteed reservations as well as a 10% discount on leisure rates and special rates at participating Accor Hotels and access to the Accor loyalty programme. Privilege Club also offers an express pick-up service for convenient car hire (<http://www.europcar.com>).

Once members have completed 10 hires in a year they join Privilege Executive and their benefits increase. These include a 20% discount on leisure hires, plus free upgrades, subject to availability. For members booking more than 25 hires per year, membership to Privilege Elite is offered. This provides a 30% discount on leisure rates, one free weekend hire per year, free additional driver and more benefits from Accor Hotels, making it the ultimate reward scheme for business travellers.

Privilege members can view their personal account at any time by logging on to the Europcar website to check their bookings.

"We know how crucial it is for all travellers— but especially business travellers – to be able to get on with their journey as quickly and cost-effectively as possible," explained Ken McCall, managing director, Europcar UK.

"We have therefore designed Privilege to give them the ultimate convenience, as well as thank them for their loyalty and the trust they place in us every day, throughout our worldwide network. Through the 'get more by hiring more' principle, Privilege offers our customers the best quality service while systematically thanking them each time they hire with Europcar."

About Europcar:

Europcar is the leader in car hire services in Europe offering services including prestige car hire (<http://www.europcar.co.uk/EBE/module/render/prestige-from-europcar>) and luxury car hire (<http://www.europcar.co.uk/EBE/module/render/luxury-cars>). Present in 150 countries, the company provides customers with access to the world's largest vehicle rental network through franchise operations and partnerships. Through Europcar's portfolio of brands, the company and its franchisees generated more than €3 billion in revenue in 2010, including nearly €2 billion in consolidated revenue. With 6,500

employees committed to delivering customer satisfaction and an average fleet of close to 200,000 vehicles, Europcar is conscious of its corporate social responsibilities. Winner of the first World Travel Award recognising the World's Leading Green Transport Solutions Company, Europcar also was honoured with the Award in 2010, the second time it was presented. Europcar is owned by French investment company, Eurazeo.

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