

Europcar launches free iPhone app

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Europcar, the leader in car hire services in Europe, is bringing customers a new level of access and convenience with the launch of the free Europcar app for iPhone. Now busy customers can make reservations and search for details on any Europcar location worldwide, at the touch of a button.

"In the modern age of smartphone technology and tablet computers, consumers demand products and services that they can access wherever they are," explained Ken McCall, Managing Director, Europcar Group UK. "With the launch of the Europcar app, for iPhone, it's easier than ever for our customers to book the car of their choice, even when they are out and about."

The Europcar iPhone app also allows customers to view details on rates and promotional offers, to ensure they get the best possible deal for their car hire (<http://www.europcar.co.uk/>). They can also book any extras they might need, such as Sat Nav or child seats. Plus travellers can change or cancel a reservation, bringing a new level of control to the palm of their hands.

iPhone users can reserve vehicles or search for details on any of Europcar's 5,300 stations across 150 countries worldwide, including car hire UK (http://www.europcar.co.uk/car-hire-UNITED_KINGDOM.html). Once booked, vehicle hire is confirmed immediately over the phone, via sms or email. The service is available in seven languages, making it the ultimate in convenience for customers, wherever they go.

"As the market leader, it is important for Europcar to move with the times and continue to innovate to anticipate changes in the way customers use our service," added Ken McCall. "The launch of the Europcar app forms part of our commitment to embracing new technology and meeting the ever-changing needs of our customers. For travellers on the move, the Europcar app offers convenient, quality car hire at their fingertips."

The Europcar iPhone app can be downloaded for free from <http://itunes.apple.com/gb/app/europcar/id377889715?mt=8>.

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About Europcar

Europcar is the leading vehicle hire company in Europe, providing car mobility and van hire (<http://www.europcar.co.uk/EBE/module/render/europcar-van-hire>) to 6 million customers. Through its franchisees and partners in over 150 countries, Europcar gives access to the #1 network in car hire. Europcar brand portfolio generated revenue of c.€3.1 billion including c.€2.0 billion Europcar group revenue. Supported by 6,600 dedicated staff and with long-standing local presence, Europcar facilitates the mobile lives of its customers around the world, offering them customised and innovative car mobility solutions. 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 a subsidiary of Eurazeo.

For more information: www.europcar.co.uk

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