

Europcar launches new mobile application on iPhone and Android

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Europcar, the leading car rental company in Europe, has launched a new mobile application available on iPhone and Android. Easy to use with added value services, the new application makes booking a car more simple and enjoyable than ever. Customers can make reservations and search for details on any Europcar car hire locations worldwide, at the touch of a button. This new mobile application reflects Europcar's commitment to support its customers in their mobility needs.

"The usage of mobile phones, and particularly smartphones, is playing an ever increasing role in society and statistics now show that around 25% of total mobile users shop using their smartphones. With the development of this mobile application, we therefore wish to accompany our customers at important steps of their everyday lives by providing them with a new booking experience that is simple and brings them added value. Development of digital services is a key component of our strategy to be a leading and innovative mobility actor," explained Jehan de Thé, Europcar Group e-commerce Director.

Europcar's new mobile applications have been developed to help customers throughout their rental experience, from identifying Europcar car hire locations (http://www.europcar.co.uk/car-hire-UNITED_KINGDOM.html) to picking up and using the car.

The new optimized booking path requires only 3 steps to book a car:

- Define, time and place of rental
- Choose the vehicle
- Payment options (immediately or at the rental location)

During the booking, customers will also have the possibility to enrich their reservation with extras (e.g. child seats or a GPS/Sat Nav); at the end of the booking it is also possible to store personal data, in order to significantly speed up future bookings.

Europcar's application offers added value functionalities such as augmented reality, allowing customers to use their mobile phone camera to visualise how to find the nearest station or, thanks to the 'car finder' function, customers can take a photo of where they parked, store this in the Europcar App and then use augmented reality to find their way back to the car.

Europcar will promote this new application through three videos, which will be available on Europcar's YouTube page, pin-pointing possible different uses of the mobile application: for business customers, for a planned trip and for a last minute reservation.

Europcar also has an optimised mobile website, especially for customers who are not equipped with an Android or iPhone phone.

About Europcar:

Europcar is the leader in car hire (<http://www.europcar.co.uk/>) services in Europe. Present in 140 countries, the company provides customers with access to the world's largest vehicle rental network

through its own operations, franchisees and partnerships. With 6,500 employees committed to delivering customer satisfaction and an average fleet of 190,000 vehicles, Europcar is conscious of its corporate citizenship responsibilities. Winner of the first World Travel Award recognizing the World's Leading Green Transport Solutions Company, Europcar also was honored with the Award in 2010 and 2011. Europcar is owned by Eurazeo.

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