

Europcar reveals Ace of Spades as the top in-car tune

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Europcar, the leader in car hire services in Europe for leisure and business users, is on the hunt for the best in-car karaoke singer.

With its fun Caraoke Competition for the summer, Europcar is calling on the public to post their personal performances in their 'car' on Facebook. The most entertaining performance, as voted for by visitors to Europcar's Facebook page, will win the grand prize of a Fiat 500 car.

"You only need to sit in a traffic jam and look at the driver in the car next to you or behind you to realise that in-car singing is a great stress reliever," said Ken McCall, Managing Director, Europcar UK. "So we thought we'd mount our own hunt for the best in-car karaoke singer with our Caraoke Competition. And there's a great incentive; the best performance voted for by visitors to our Facebook page will win a Fiat 500 car."

Marking the launch of the competition, Europcar asked its own UK staff about their in-car singing habits.

More than 88% admitted to being secret in-car singers and the favourite song to sing at the top of their lungs whilst in the car was 'Ace of Spades' by Motorhead. Least favourite was pop classic 'Dreadlock Holiday' by 10cc. The top 3 selected songs were 'Ace of Spades', 'Dancing in the Moonlight' by Toploader and 'The Final Countdown' by Europe.

The competition plays on the unspoken but often witnessed, urge motorists have to sing out loud in their car, when they hear their favourite tune on the radio. With so many singers and wannabe performers entering talent shows but falling short of their big break, Europcar's Caraoke provides a great opportunity for the more eclectic singers and entertainers to prove their worth.

The idea of the Europcar Caraoke Competition is to inspire people to show their star quality and get them to record their favourite song from a list of 10 classics including the Troggs hit, 'Wild Thing' and 'Lady Marmalade' by Labelle and then upload their videos to Facebook using YouTube's API feed. Entrants are encouraged to campaign for themselves by collecting votes for their Caraoke videos through their own Facebook friends and groups.

In addition to the grand prize, a series of weekly prizes will be given until August 22nd including Amazon e-vouchers, Eastern Airways flights, an overnight stay plus dinner and breakfast at a Hand Picked Hotels property, Garmin Sat Nav systems, Samsung Galaxy Tablets, Driving Experience packages and Spa Days at the luxurious 5 Star hotel resort Stoke Park. Weekly prize winners will be selected via a prize draw giving entrants more chances to win prizes.

Promoting the competition, Europcar will also be hosting two road show events to encourage shoppers to participate in its Caraoke Competition. Europcar is encouraging people to make a date in their diaries to exhibit their talents by recording their videos in the Europcar Caraoke car at the road shows taking place in Bluewater, Kent at the end of July and the Bullring, Birmingham on Saturday August 11th.

- Ends -

About Europcar:

Europcar is the leader in car hire services in Europe (<http://www.europcar.co.uk/>). 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, including van hire (<http://www.europcar.co.uk/EBE/module/render/europcar-van-hire>), 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 honoured with the Award in 2010 and 2011. Europcar is owned by Eurazeo.

For more information on car hire in the UK (http://www.europcar.co.uk/car-hire-UNITED_KINGDOM.html) visit: www.europcar.co.uk

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