

# Europcar searches Southern England for the latest karaoke singing sensation

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Europcar, the leader in car hire services in Europe for leisure and business users, has launched a competition to find the best in-car karaoke singer in the UK. And shoppers visiting Bluewater on the 28th July 2012 will have a chance to record their entry at a special Europcar roadshow.

The car is the stage in the latest cutting-edge and engaging social media campaign from Europcar, which plays on the karaoke culture and builds on the huge popularity of talent shows. With so many singers and wannabe performers entering talent shows but failing to hit the big time, Europcar's Caraoke

(<http://news.europcar.co.uk/2012-07-20/europcar-launches-new-social-media-campaign-karaoke-competition-makes-the-car-t>

Competition provides a great opportunity for the more eclectic singers and entertainers to prove their worth and drive away in a cool Fiat 500.

The idea is to get people recording their favourite song from a list of 10 classics, including the hit by Europe, 'The Final Countdown' and 'Dancing in the Moonlight' by Toploader and then uploading their videos to Facebook. Then consumers will be encouraged to vote for their favourite videos and share them on Facebook using the YouTube API feed. The performance with the most votes will win the grand prize of a Fiat 500.

Whilst motorists can film their own videos in their own time, Europcar is making it even easier for Kent residents to join in the fun and show off their talents by hosting a special live roadshow at the Bluewater shopping centre on 28th July on the Ground Floor, outside Marks & Spencer, from 10:30 - 18:00. Budding karaoke performers will be able to record their own videos for immediate uploading to Facebook.

In addition to the grand prize, a series of weekly prizes will be given out until August 22nd including Amazon e-vouchers, Eastern Airways flights, an overnight stay plus dinner and breakfast at the exclusive Hand Picked Hotel, 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.

"Our job, as market leader is to set the standard across the board," said Ken McCall, Managing Director, Europcar UK Group. "From car hire to social media strategies and campaigns our objective is to keep Europcar at the forefront of the marketplace by implementing innovative techniques that drive the business forward and change consumer expectations of car hire.

"Caraoke is a light-hearted campaign and we want Kent shoppers and motorists to get into the groove with us and have some fun. With talent shows becoming increasingly popular, Europcar is urging shoppers to come down to Bluewater and show-off their singing voices. A new car could be theirs, and it might be the big break they've been looking for."

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About Europcar

Europcar is the leader in car hire services (<http://www.europcar.co.uk/>) 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- 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.

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