

Great British Road Trip Reigns Supreme

Submitted by: Harrison Sadler

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64% of all UK travel is done by road reveals new survey

www.europcar.co.uk

London, October 2014 – A new National Travel Survey* reveals that 64% of all travel in the UK is done by road, confirming the British love of motoring. In fact, car and van trips account for 77% of the distance travelled on an average year, in a survey of 6,830 UK households. Whether it's city slicking or cruising through the countryside, Europcar, the leader in car hire services in Europe, helps Brits get out on the road and enjoy stress-free travel, all year round with a vehicle to suit every budget and every traveller.

Europcar's selection of compact cars is ideal for a city break, taking in the boutiques of arty Glasgow or designer labels in Birmingham's city centre. Alternatively, a luxurious 4x4 has plenty of room in the boot for the shopping bags, but offers the space and comfort needed for a bit of adventure along the Pennines, just a short drive from Manchester.

Ken McCall, Managing Director, Europcar UK Group, said: "It's clear from the National Travel Survey that UK travellers prefer to travel by road, rather than choosing the expense and possible delays of train travel. The convenience of car hire from Europcar means customers can take the scenic route or stop off along the way, helping them enjoy the journey.

"With over 250 locations across the UK, you're never far from a Europcar branch and our free delivery and collection service is ideal for busy travellers. Our vehicles also come with damage liability waiver, theft waiver for added peace of mind. Car and van hire from Europcar is the affordable way to get on the road in the UK."

End

*Source: BBC News, Small Data <http://www.bbc.co.uk/news/blogs-magazine-monitor-29163517>

For further press information please contact the Europcar UK Press Office: Dominic Dennis, Ed McCambridge, Madeleine Roles or Wendy Harrison on 020 8977 9132. europcarukteam@harrisonsadler.com

About Europcar Group:

Europcar is one of the leading mobility players in Europe. Present in over 130 countries, the group provides customers with one of the largest car rental networks through its own operators, franchisees and partnerships. Europcar operates worldwide its own brands Europcar® and InterRent, which is its low cost brand. It also operates the National and Alamo brands in EMEA. The group puts customers at the heart of its mission whether it is innovation or service. All the employees of the group are committed to delivering customer satisfaction. Europcar is actively promoting Corporate and Environmental social responsibility. Europcar has been recognised again in 2012 and for the 4th consecutive year, as the

winner of the first World Travel Award and as the World's Leading Green Transport Solutions Company. Europcar was honoured for the first time in 2012 with the “Europe’s Responsible Tourism Award”. Europcar is owned by Eurazeo, one of the leading listed investment companies in Europe.

For more information: www.europcar.co.uk

