

Europcar launches electric vehicles in Birmingham

Submitted by: Harrison Sadler

Wednesday, 24 June 2015

Councillor Sir Albert Bore and Councillor Lisa Trickett support launch of innovative new service
www.europcar.co.uk

Europcar, the leader in car hire services in Europe, continues its commitment to moving its fleet to 5% electric vehicles by 2020, with the launch of a new electric vehicle service in Birmingham City. The 100% electrically powered Nissan LEAF cars will be used for delivery and collection of hire cars in Birmingham and will be available to hire at Europcar branches across Birmingham, allowing customers to experience the greenest motoring technology.

Councillor Sir Albert Bore Leader of Birmingham City Council and Councillor Lisa Trickett, Cabinet Member for Sustainability supported the launch at Europcar's Bristol Street station earlier today.

Ken McCall, Managing Director, Europcar UK Group, comments:

"Europcar is leading the way in sustainable transport with a commitment to a 5% electric vehicle fleet by 2020. From today we will be promoting a new fleet of electric rental vehicles to the people of Birmingham and introducing our ground-breaking electric vehicle delivery and collection service. Europcar customers in Birmingham will now have the ability to reduce their environmental footprint and opt for a greener solution for urban journeys by renting an electric vehicle.

"Europcar very much welcomes the support given to our new service by Councillor Sir Albert Bore and Councillor Lisa Trickett. We believe this initiative will contribute to Birmingham City Council's ambitious environmental goals. Europcar also supports Birmingham City Council's Mobility Action Plan White Paper which promotes electric vehicles as a sustainable transport solution for the City, utilising the extensive charging infrastructure already put in place by the Council."

Councillor Sir Albert Bore, Leader of Birmingham City Council stated:

"Birmingham City Council recognises Europcar's leadership role in promoting sustainable mobility solutions. I welcome Europcar's decision to offer electric vehicles for rental to the people of Birmingham which will assist in meeting the Council's target of a 60% reduction in carbon emissions by 2027.

"The Mobility Action Plan White Paper calls for partnership with the private sector to meet our emissions target and the innovative use of electric vehicles by Europcar for delivery and collection highlights the way businesses can examine their use of vehicles to identify green solutions. I am impressed with the number of local Birmingham businesses who will be taking advantage of Europcar's new electric vehicle rental service, in order to play their part in improving the City's air quality and reducing emissions."

ENDS

About Europcar

Europcar is one of the leading mobility players in Europe. Present in over 140 countries, the Group provides customers with one of the largest vehicle rental networks through its own operators, franchisees and partnerships. Europcar Group operates worldwide its own brands Europcar® and InterRent®, which is its low cost brand. 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 awarded again in 2014 for the 6th consecutive year, by the World Travel Awards (« World's Leading Green Transport Solution Company »). Europcar was also designed « Leading Car Rental Company » in Europe, Africa, Middle-East and Australia. Europcar is owned by Eurazeo, one of the leading listed investment companies in Europe.

Contacts

For further press information please contact the Europcar UK Press Office:

Madeleine Roles, Ed McCambridge, Ally Redding or Wendy Harrison
020 8977 9132
europcarukteam@harrisonsadler.com