

# RBS and Natwest customers set to benefit as Europcar joins Cashback Plus loyalty programme

Submitted by: Harrison Sadler

Monday, 13 July 2015

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1% of spend back in Rewards when hiring from Europcar

[www.europcar.co.uk](http://www.europcar.co.uk)

Europcar, the leader in car hire services in Europe, has joined the RBS Group Cashback Plus loyalty programme, offering NatWest and Royal Bank of Scotland customers the chance to earn a minimum of 1% of their spend at Europcar back in Rewards. With over 250 UK branches and the widest choice of quality cars and vans, Europcar customers reap even more benefits when they book a hire car with Europcar.

The Cashback Plus loyalty programme, originally launched in 2013, offers NatWest and Royal Bank of Scotland Cashback Plus account holders the chance to earn Rewards when making purchases on their card with a variety of retailers. In the new partnership with Europcar, Rewards can be earned on purchases paid for at the time of online booking at [www.europcar.co.uk](http://www.europcar.co.uk) and at all UK Europcar rental stations.

Customers can redeem the Rewards earned on their purchases by transferring them as money to their current account, trading them for retail gift vouchers or donating them to one of several chosen charities. Under the scheme 5.00 in Rewards is equal to £5.00 when redeemed.

“At Europcar our focus is on making sure our customers receive a high standard of service, quality vehicles and clear and transparent pricing”, explained Ken McCall, Managing Director, Europcar UK Group. “We also want to add value to the car hire experience, which is why we are very pleased to be part of the RBS Group Cashback Plus loyalty programme. We believe that new and existing Europcar customers welcome the additional benefits that they receive when booking with Europcar through the Cashback Plus loyalty programme”.

## 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 Groupe 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 actively promotes corporate social and environmental responsibility. Europcar was named again in 2014, for the 6th consecutive year, the “World's Leading Green Transport Solution Company” by the World Travel Awards.

## Contacts

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