



moving *Lily*'s way

# International Car Rental Show

Marcus Bernhardt  
Las Vegas - March 2017

***Europcar***  
moving *your* way

# EUROPCAR



NUMBER **ONE** IN EUROPE  
and a major mobility player

## EUROPCAR GROUP

Corporate  
Countries

**10**

Franchises

**± 130**

Alliance  
Partners

**4**

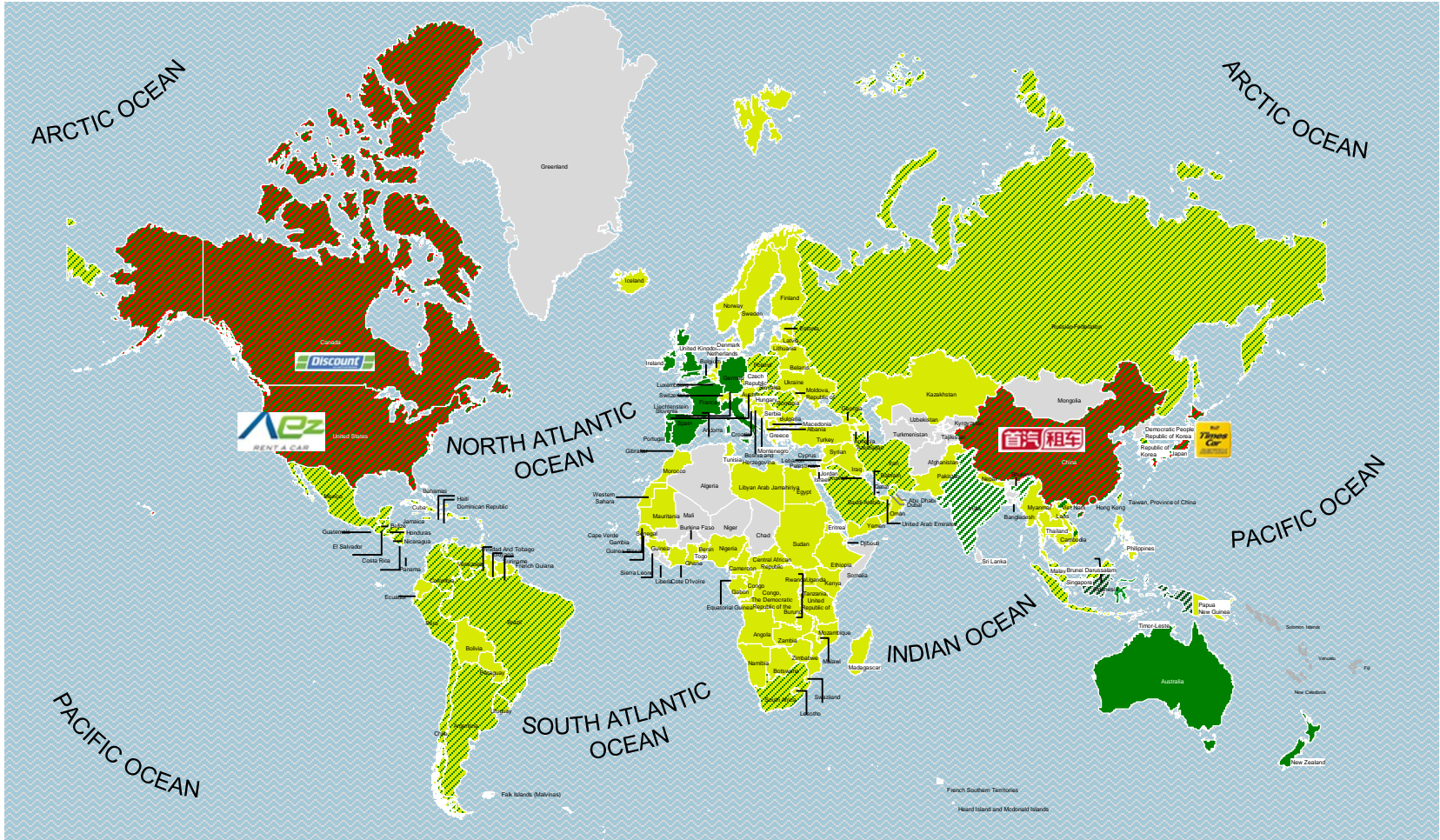
GSA

**32**



# Europcar has a truly global reach through its franchise, alliance, and corporate operations

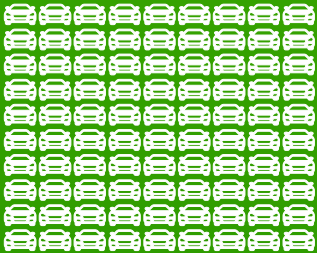
- Corporate countries
- Partnerships
- International franchise
- General Sales Agents



**➔ WORLDWIDE COVERAGE OF BOTH BUSINESS CUSTOMERS AND LEISURE CUSTOMERS WITH DIVERSIFIED FRANCHISEES MAXIMIZING CAPTURE OF INBOUND/OUTBOUND TRAFFIC**

Europcar network (including franchisee and corporate) has huge reach

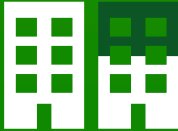
**300,000** cars



**12,900** employees

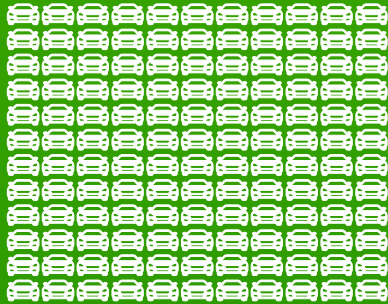


**3754** worldwide sales outlets



Our Alliance network further expands  
our global footprint

**120,000** cars



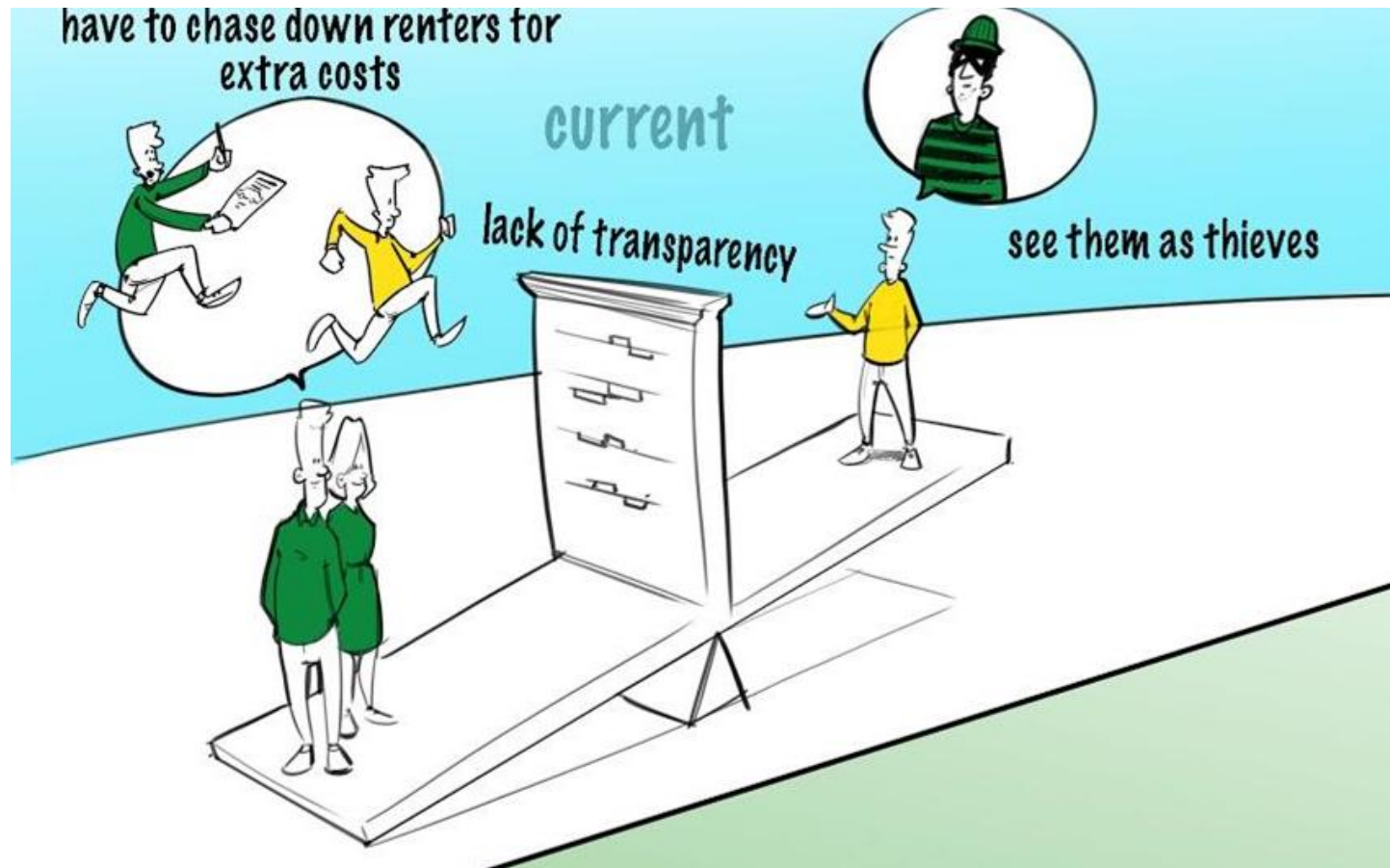
**5,700**  
employees



**1,254** rental  
locations



*For a long time in our industry we have neglected the consumer, which has led to...*

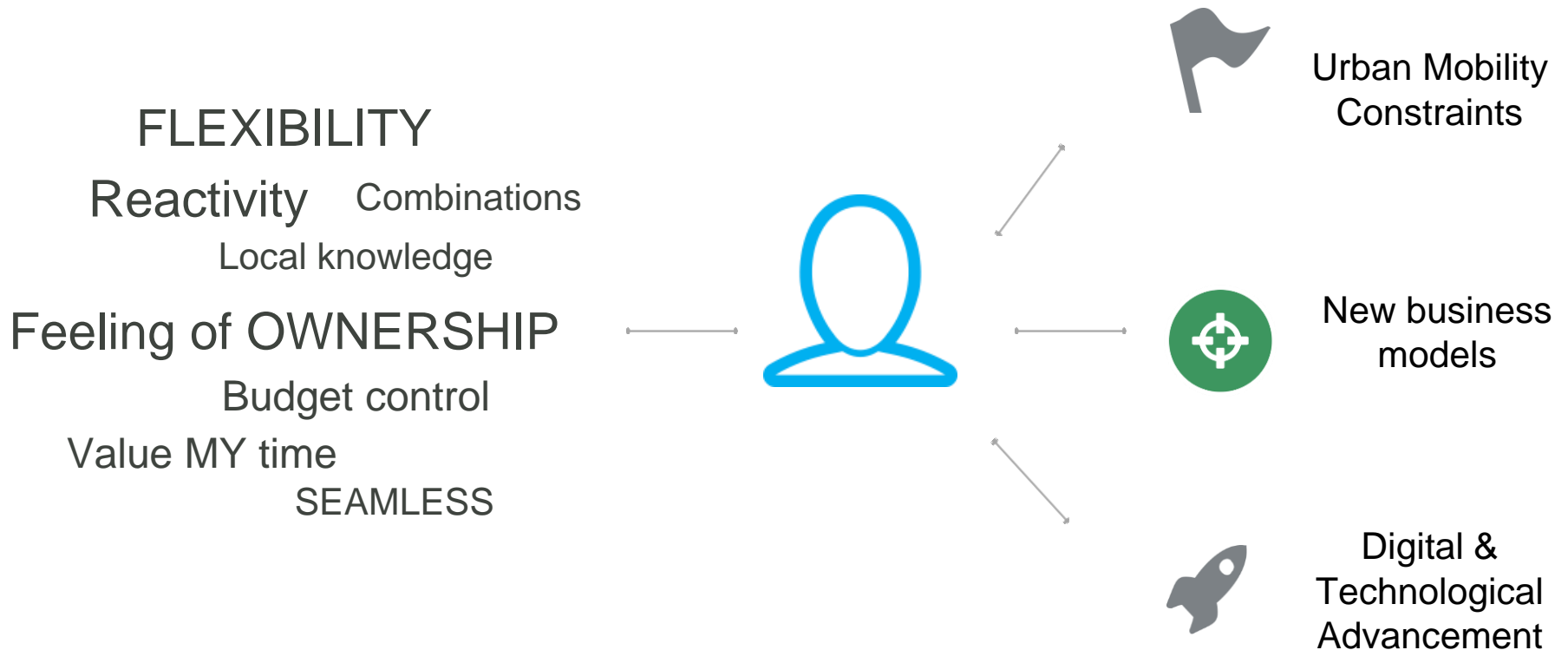




Our goal is to **team up** with customers to build mobility solutions



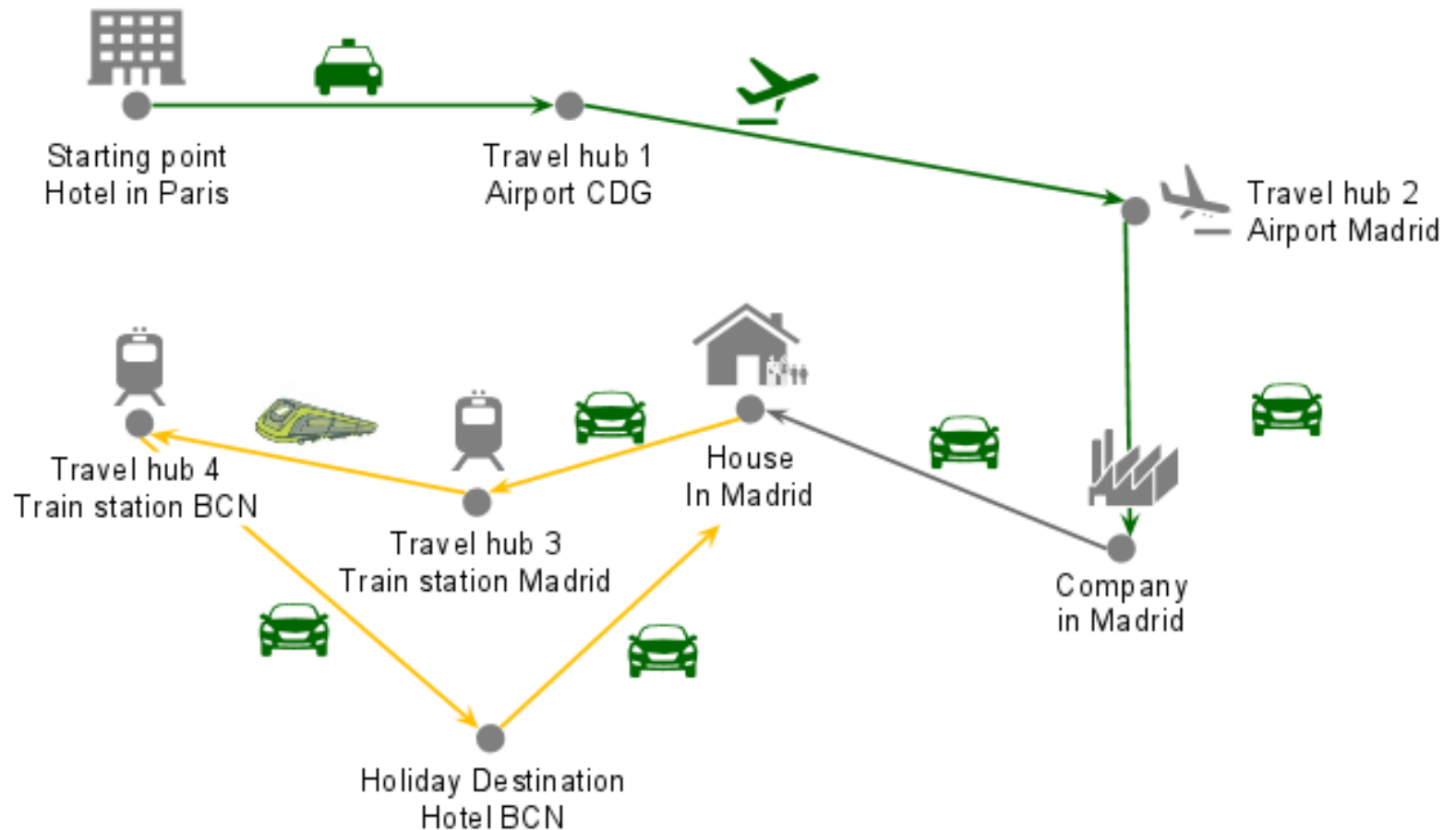
# Which challenges are we facing?



Europcar initiatives on the mobility front

**Europcar**  
moving *your* way

# From A to B... and beyond



# Expanding car sharing in Europe

## *E-Car Club*

**The UK's only 100% electric car club, for Public Sector organisations.**

“To improve local mobility whilst simultaneously reducing both the cost and environmental impact of each journey decision made”



# Corporate Ride-hailing Service

*Brunel*

Brunel is a provider of **chauffeur and executive driver services**. It primarily serves companies operating across a range of corporate markets, including investment banks, law, advisory firms and financial institutions.

Operation covering 480 cities, 75 countries





*Europcar*

**LAB**

*Europcar*

moving *your* way

# Our mobility organization



## Innovate: test & learn



Multimodal platforms to connect from A to Z



Differentiated subscription models to create customer relationship



Car sharing needed to be car-ownership alternative

Queue-less access, with or without driver and no waiting  
... and more

## BU NEW MOBILITY

## Execute, Develop & Roll out

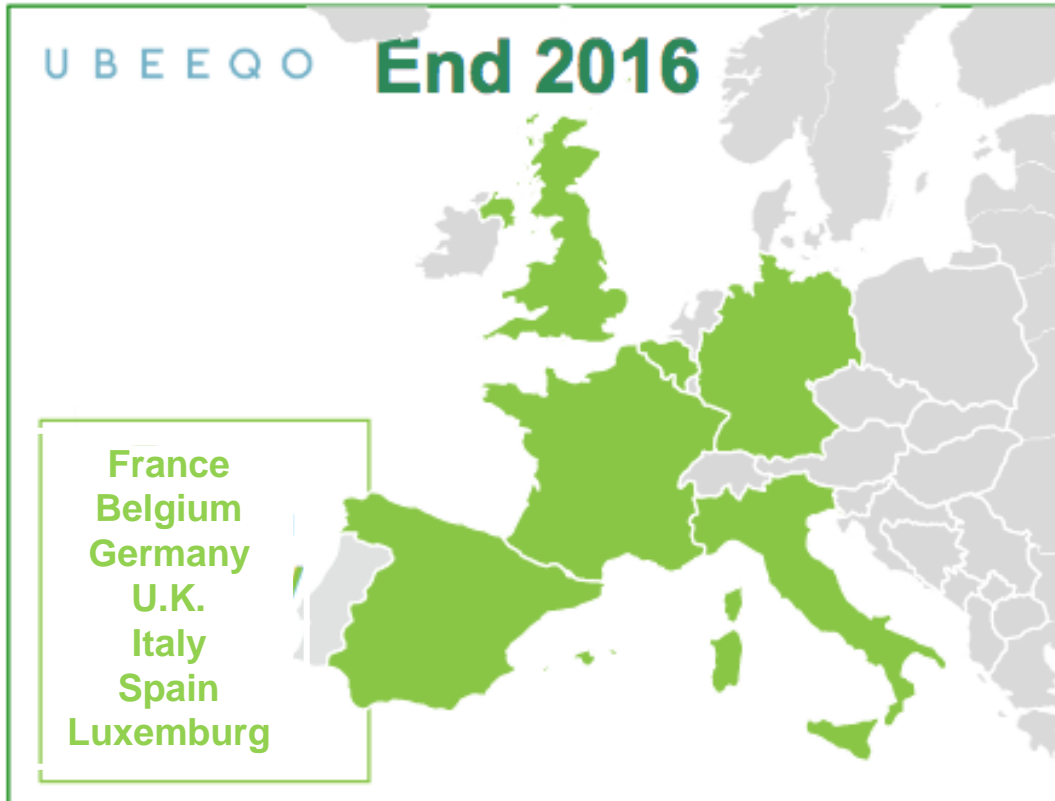


*Drive & Share*



# Expanding car sharing in Europe

*Ubeeqo*



***Multimodal platform for B2C and B2B allowing to choose the best mobility solution: car rental, car-sharing, taxi/chauffeur service***



# Improving car rental day by day

*Deliver and Collect*



*Delivery at your house or office, using credit card and 3d secure systems*

***Europcar***

moving *your* way