

London, December 2018

FULLY ELECTRIC VEHICLES ARRIVE IN NORTH SOLIHULL

Launched at the beginning of December, a new car club has arrived in North Solihull offering a convenient alternative to the high cost of car ownership. E-Car Club (a Europcar Mobility Group company) has brought 18, all-electric Renault ZOE hatchbacks to the area, which can be booked for an hour or several days at a time.

The ground-breaking scheme is aimed to widen access to electric motoring and encourage the local population to embrace electric as a key part of the future of sustainable travel. Supported by EIT Climate-KIC¹, Solihull Council and Solihull Community Housing Association (SCH), the new car sharing scheme will see vehicles priced from as little as £3.50 per hour and £25 per day.

Solihull Council's Cabinet Member for Transport and Highways, Councillor Ted Richards OBE helped launch the scheme at Parkfield Drive. "This is a great opportunity for local residents to try electric cars cheaply. This pilot scheme lets people rent out cars for as little as an hour with no added extras. It is an easily accessible and flexible car rental offer which could make a real difference to local people's lives – while also reducing emissions on our roads."

E-Car Club vehicles are specially adapted to include an RFID card access system, meaning they can be booked online (or via the E-Car Club mobile app) and used by several different people throughout the day. The cars can be booked for any length of time (over one hour), and as they're completely electric, there are no additional fuel costs to worry about. Insurance is even included, and the minimum membership age is 19.

E-Car Club's award-winning Renault ZOE's are the latest 40kWh version and have an average range of 150 – 180 miles per charge, which covers the majority of day-to-day journeys and makes those longer journeys more accessible in an electric car.

Patrick Cresswell, Managing Director of E-Car Club added: "We are delighted to give North Solihull residents the opportunity to integrate electric vehicles into their everyday lives through E-Car which offers a self-service, low cost and low emission car club. It's a flexible solution for drivers who don't want to commit to car ownership but need access to a car from time to time.

¹ EIT Climate-KIC is a Europe's largest public-private innovation partnership focused on climate innovation to mitigate and adapt to climate change.

“We hope this scheme will encourage car owners to consider using the service as an alternative to vehicle ownership. And that should result in fewer cars on the road, and ultimately reducing emissions and congestion.”

Andy Street, Mayor of the West Midlands, said: “Apart from the environmental benefits from this scheme which I am sure we all support, we are also helping to reinforce our region’s position as the centre for battery-powered vehicle design and manufacture.

“Industries like this are the future for the West Midlands economy and by promoting innovative schemes like this, we are helping to accelerate adoption and usage.”

E-Car Club is promoting a special introductory offer which includes discounted lifetime membership (£15 normally £50) plus £15 free driving credit.

Registering to the scheme & viewing nearest locations can be done via the E-Car website: ecarclub.co.uk/hello-solihull

Ends

For more information, please contact:
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Notes to editors:

- E-Car Club is an entirely electric car club, with locations across the UK including London, Hertfordshire, Oxford, Watford, Milton Keynes and Fife.
- Private hire costs just £3.50 per hour or £25 for 24 hours which includes power and insurance.
- Membership criteria is: over 19 years of age, been driving for more than one year, no more than 6 points on license and no serious driving convictions or fault accidents within the last three years.
- There is a one-off joining fee of £50 which covers a DVLA license check, provision of a membership card and access to the online booking system, allowing 24/7 self-service across the fleet. Members can access any vehicles on the E-Car network.
- E-Car Club is a subsidiary of the Europcar Mobility Group.

About Europcar Mobility Group

Europcar Mobility Group is a major player in mobility markets and listed on Euronext Paris. The mission of Europcar Mobility Group is to be the preferred “Mobility Service Company” by offering alternative attractive solutions to vehicle ownership, with a wide range of mobility-related services: cars rental, vans and trucks rental, chauffeur services, car sharing, scooter sharing and peer-to-peer car sharing.

Customers’ satisfaction is at the heart of the Group’s mission and all of its employees and this commitment fuels the continuous development of new services.

Europcar Mobility Group operates through multi brands meeting every customer specific needs; its 4 major brands being: Europcar® - the European leader in vehicles rental services, Goldcar® - the most important low-cost car rental company in Europe, InterRent® – a 'mid-tier' brand focused on leisure and Ubeeqo® – one of the European leaders in car sharing for both businesses and end-customers market.

Europcar Mobility Group delivers its mobility solutions worldwide solutions through an extensive network in 135 countries (including 16 wholly owned subsidiaries in Europe, 2 in Australia and New Zealand, franchises and partners).

Further details on our website:

www.europcar-mobility-group.com

About Europcar Mobility Group in the UK

Europcar Mobility Group brands in the UK encompass:

Europcar – European leader of cars rental, vans and trucks rental

Goldcar – Low-cost car rental leader in Europe

InterRent – Mid-tier car rental specialist (leisure-focused)

Ubeeqo – One of European leaders in car-sharing (round trip, B2B & B2C)

E-car Club – UK based electric pay-per-use car club

Brunel – a London based chauffeur-services company

More than 1,000 people work for Europcar Mobility Group in the UK and it has a combined fleet across all brands of over 45,000 vehicles.