



## PRESS RELEASE

Paris, December 12<sup>th</sup> 2018

### **Europcar Mobility Group and Shouqi Car Rental have signed a two years renewal of their worldwide commercial partnership**

**Europcar Mobility Group is proud to announce the extension of its alliance partnership with Shouqi, a leading car rental company in China, subsidiary of the Beijing Tourism Group.**

Shouqi Car Rental customers are able to access Europcar's car rental services directly from Shouqi's website ([www.izuche.com](http://www.izuche.com) or email : [sqcs@izuche.com](mailto:sqcs@izuche.com) ) and will be able to purchase all inclusive packages outside of China throughout the Europcar worldwide network.

In the same way, Europcar customers have access to Shouqi's services through Europcar's website ([www.europcar.com](http://www.europcar.com) ) and are able to either rent a car, if they own a chinese driving license, or book a chauffeur service in China through a range of three offers: classic, business or people with reduced mobility.

*“Through this continued partnership, our customers will be able to benefit from these key quality mobility offerings to fully service both their business and leisure needs within this key strategic market of China.*

*Furthermore, customers within China will continue to benefit and be serviced under the Europcar brand throughout our extensive network around the world, ensuring they have one central partner to book all their worldwide mobility service requirements”* explained Marcus Bernhardt, Europcar Mobility Group's Managing Director, International Coverage Business Unit.

Shouqi Car Rental is one of the leading mobility players in China (N°1 long term rental provider, N°1 ride hailing provider, N° 3 short term rental provider) with a fleet of more than 70,000 vehicles, approximatively 1,100 stations and covering more than 79 domestic cities.

Europcar Mobility Group is active in more than 130 countries, serving 6 million customers with its network of 3700 stations worldwide, comprised of its wholly-owned subsidiary as well as sites operated by franchisees and partners. The Europcar Mobility Group operates an average fleet of more than 350,000 vehicles.

The China market is one of the prime targets of Europcar Mobility Group's geographical expansion strategy ; partnerships being one of the ways to entry on this market. Thanks to the access to Shouqi's customers, the Europcar brand registered 7,000 additional bookings from customers within China in 2018<sup>1</sup>.

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<sup>1</sup>Net reservation volumes YTD, end of November 2018



With this renewal of the partnership, Europcar Mobility Group will now access to all subsidiaries of the Beijing Tourism Group, including Shouqi Car Rental but also other tourism facilities owned by the Group (malls, hotels, restaurants, amusement parks...), thus aiming an increase of the bookings of 25-30% year on year.

*"We are proud to have such a dynamic, active and strategic mobility partner again on our side, focusing on the massive travel opportunities from China into our Global Mobility network, as well as vice versa. The success of this partnership over the last 2 years has shown, that our strategy in entering the chinese market with Shouqi Car Rental has been the right one"* said Fabrizio Ruggiero, Europcar Mobility Group's Deputy CEO, Head of Business Units.

ENDS

#### **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: vehicle-rental, chauffeur services, car-sharing, scooter-sharing and peer-to-peer car-rental.

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 vehicle rental services, Goldcar® - the most important low-cost car-rental company in Europe, InterRent® – 'mid-tier' brand focused on leisure and Ubeeqo® – one of the European leaders in car-sharing (BtoB, BtoC).

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).

#### **For further media information:**

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