

Europcar Smooth The Journey With New Vehicle Hire Guide



Released on: August 19, 2009, 12:28 pm

Author: [Europcar](#)

Industry: [Automotive](#)

Europcar, the UK's leading vehicle hire company has launched a new step by step guide, just ahead of the peak summer season, to be given to every customer at the outset of their vehicle hire.

'Your Guide to a Smooth Journey' offers all the key information customers need to make their [car hire](#) experience enjoyable. The guide includes tips on what to do before setting off, how to improve fuel economy, how to keep the kids happy in the car and some useful telephone numbers customers may need.

Catriona Lougher, Marketing Director for Europcar said: "This may seem a simple step to take but we have invested a lot of time and research into getting this guide exactly right for our customers. It really has been an opportunity to go back to basics, seeking the views of our customers and looking at how we can dispel some of the uncertainties and mistrust that has surrounded car hire. Your [Guide to a Smooth Journey](#) makes the process as clear as possible, so that customers enjoy a simple, straightforward hassle free vehicle hire experience."

The guide is just one of a number of developments Europcar has launched this year to make car hire more accessible to households looking for alternatives to the family run around, or as an alternative to ownership all together. From free [car hire delivery](#) and collection through weDeliver, one way hires to and from Airports with Airport Connect and Options+ to enable customers to tailor the hire to their needs with Sat Nav, additional drivers and child seats, Europcar is

focused on delivering what customers want from their vehicle hire company.

Catriona Lougher concluded: "Some customers hire from us once a year, some once a month and the reasons for hiring vary so we needed to ensure the guide would be helpful on a number of levels. However in listening to our customers there was one common theme: keep it simple. And that's what we've done, not only in the creation of this guide but we're looking at every process of the customer journey to make it as smooth as possible for our customers."

Ends

About

Europcar:

Europcar is the European leader in passenger car and [van hire](#). The company serves business and leisure customers throughout Europe, Africa, the Middle East, Latin America and the Asia-Pacific region. Since March 2007 with the acquisition of Vanguard EMEA, its network comprises over 5,300 rental outlets in 160 countries.

The Europcar fleet has an average CO2 of 158g/km compared to the average UK car parc which has 164.9 g/km CO2. Excluding franchise operations, in 2008 Europcar signed more than 10 million rental contracts, with 8,000 employees and a fleet exceeding 225,000 vehicles. In September 2008, Europcar and U.S. market leader Enterprise Rent a Car joined forces in a strategic alliance to form the world's largest car rental network, with more than 1.2 million vehicles and 13,000 locations around the world.

Europcar PR Contact:

Dominic Dennis
HSL
Churcham House
1 Bridgeman Road
Teddington
Middlesex
TW11 9AJ
020 8977 9132
www.europcar.co.uk

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)