

Europcar Launch Eco-Conscious Competition to Win a Fiat 500



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Europcar has launched a competition to win a Fiat 500.



The competition is running until October 15th 2009 and can be played on the 'Fiat Green' dedicated Europcar micro site. Entry is restricted to those living within Italy, France, Germany, Spain, Portugal, Austria and Belgium, where the competition is currently being run.

To be in with a chance of winning one of the two available Fiat 500s, players must correctly answer five questions from the Europcar [car rental game](#). Each of the questions focuses on the eco-friendly benefits of the Fiat 500 and Europcar's policies as a [green car rental](#) company.

The Fiat 500 is just one of seven eco friendly cars from Fiat which are available for hire from the Europcar website. CO2 emissions for each of the cars range from between 110g/km to 119km/km, with full details of each car's CO2 emissions available on the website. Of the seven cars, the Fiat 500 is the most eco-friendly producing just 110g/km of CO2, however it is also seen as a good all round winner by car industry experts, having picked up the 'European Car of the Year' Award in 2008.

This news further cements Europcar's credentials as an eco friendly company, following the certification of the Green Charter in 2008, the first European [car rental](#) company to be honoured with the award. This was shortly followed by

Europcar being given the title of "The World's Leading Green Transport Solution Company", putting it at the forefront of green car rental in Europe.

The Green Charter which is certified by Bureau Veritas recognises a company's green efforts towards the environment. With 99.6% of Europcar's fleet certified Euro IV, Europcar was a prime candidate for such an award.

Global Marketing Director for Europcar International, Jehan de Thé said:

"[Europcar](#) is pioneering an eco-friendly approach to car rental through a number of ground-breaking initiatives. In particular, Europcar undertakes to offer to its customers a vehicle fleet with the minimum possible impact on the environment."

CO2 emission reduction is a major concern for Europcar International and the introduction of Fiat's green range is, according to Jehan de Thé, "strategic in achieving this". Since Fiat is currently "the best-selling brand ranked by volumes-weighted average CO2 emissions", it is the ideal partner for Europcar's strategic growth.

The competition to win a Fiat 500 will run across selected European countries until the 15th October. Winners will be drawn in the month following the end of the game.

About Europcar:

Owned by French private equity firm Eurazeo, Europcar is the European leader in passenger car and light utility vehicle rentals. The company serves business and leisure customers throughout Europe, Africa, the Middle East, Latin America and Asia-Pacific. Excluding franchise operations, in 2007 Europcar signed more than 10 million rental contracts, with 7,700 employees and a fleet exceeding 215,000 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 in 162 countries.

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