

Europcar Launches New Location Pages



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Europcar, the UK's leading vehicle hire company, has announced that it has revamped its website by enhancing their location based pages throughout the site. This update will provide customers with additional information on all car and van hire locations across its 160 countries.

The new location pages have been designed to help improve customer experience for UK based [Europcar](#) customers, by providing them with additional details on the specific geographical location of Europcar rental sites as well as some up-to-date extra information regarding the local area, with this extra information provided by Europcar, customers can plan their journey more efficiently thus ensuring a relaxing and stress-free vehicle hire experience.

The new sections which have now been added to the UK site include enhancement through the use of Google Maps to help customers find the numerous [car hire](#) locations situated in cities around the UK, including the ever popular [car hire London](#) locations. As well as Google Maps, each individual page has up to date weather information for the city as well as details of any special deals for booking car hire online for each particular location.

Catriona Lougher, marketing director for Europcar, said: "The improved location pages on the Europcar website has really improved our customer's experience. At Europcar we know that customers want as much information as possible available to them, to make their car hire experience simple and stress-free. With the inclusion of Google Maps, customers can now find out how far to travel to our locations

and decide whether to take advantage of our free delivery and collection service."

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.

Europcar is the first company to win the World Travel Award for 'the World's Leading Green Transport Solution Company'. Today, more than 99% of Europcar's fleet is certified 'Euro IV' or above - the most stringent applicable European Union standards today in terms of energy consumption and emissions.

Excluding franchise operations, in 2008 Europcar signed more than 10 million rental contracts, with 8000 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.

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