



Saint-Quentin-en-Yvelines, 13th July 2016

Europear launches an international video series contest

featuring YouTube and Instagram celebrities

Europear Group, the European leader in vehicle rental services and a major player in mobility markets, launches *Moving Sam's Way*, an international social media competition to support its new consumer-focused brand positioning. For two months, travel lovers will be able to follow Finnish instagrammers Samuel and Daniel Taipale through a vlog saga to win up to €15,000, plus other prizes. The competition is available on www.movingsamsway.com and Europear's Facebook, YouTube and Instagram channels.

Starting 15th July, Europear will release a video episode every week featuring an encounter with a local YouTuber in a new destination. Europear's community and all other travel enthusiasts can enter the competition by logging into the website www.movingsamsway.com and guessing the destination of the following episode. To help them make their guess, each episode will contain a clue about next week's location. The Grand Winner will be announced on 9th September when the last episode is released.

Pushing the boundaries of Influencer Marketing

By collaborating with local YouTubers, Europear aims to create a lasting connection with its social media audiences..

Xavier Corouge, Group Digital Director said: "It is all about authenticity. Social media users expect to be entertained by the people they love. For this campaign, we worked with YouTubers and Instagrammers all around the world to follow an experience that everyone can enjoy. Our goal is to connect Europear with the 25-35 year-olds, who are fond of travel video content."

The campaign, designed by Jin agency, will be supported by a Facebook and YouTube ad plan, emailing and point of sale displaying of videos and flyers. To promote its fleet, Europear offers the entrants the opportunity to win additional prizes - free car rentals – if they can guess the make of the car featured in the following week's episode.

Watch the Moving Sam's Way trailer.



About Europcar Group

Europear shares (EUCAR) are listed on the Euronext Paris stock exchange. Europear is the European leader in vehicle rental service and is also a major player in mobility markets. Active in more than 140 countries, Europear serves customers through an extensive vehicle rental network comprised of its wholly-owned subsidiaries as well as sites operated by franchisees and partners. In addition to the Europear® brand, the company offers low-cost vehicle rentals under the InterRent® brand. A commitment to customer satisfaction drives the company and its 6,000 people forward and provides the impetus for continuous development of new services. The Europear Lab was created to respond to tomorrow's mobility challenges through innovation and strategic investments, such as Ubeeqo and E-Car Club.

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