



Europcar 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 Europcar's Facebook, YouTube and Instagram channels.

Pushing the boundaries of Influencer Marketing

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 Europcar with the 25-35 year-olds, who are fond of travel video content"*

Watch the Moving Sam's Way trailer.



About Europcar Group

Europcar shares (EUCAR) are listed on the Euronext Paris stock exchange. Europcar is the European leader in vehicle rental service and is also a major player in mobility markets. Active in more than 140 countries, Europcar 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 Europcar® 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 Europcar 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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