

Europcar

**PAVING THE WAY
FOR TRAVEL**



***HOW TO EVOLVE FROM SERVICE
TO LIFESTYLE?***



***BUILD RELATIONSHIPS
OF TRUST WITH CUSTOMER***

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#MOVINGYOURWAY



▲ ***STRATEGY & COACHING***
IN 11 COUNTRIES

▲ ***BRAND CONTENT***
PLANNING AND PRODUCTION TO FIT ALL
EUROPEAN COUNTRIES SIMULTANEOUSLY

▲ ***INFLUENCER ENGAGEMENT***
WORLD FAMOUS INSTAGRAM
INFLUENCERS



18 months



France, Germany, UK, Italy,
Portugal, Spain, Belgium,
Australia, New Zealand

+105%

INCREASE
COMMUNITY SIZE

160M

REACH ON
FB/TW/LKIN

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