

# Europcar International SA in Travel and Tourism (World)

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## Abstracts

Europcar is the leading player in the Western European car rental market. In 2013, the company made a major move launching a new brand – InterRent – and entering into a new partnership with US car rental provider Advantage. The company has also repositioned itself as a broader provider of mobility services with its new slogan “Moving your way”.

Euromonitor International’s Europcar International SA in Travel and Tourism (World) Company Profile offers detailed strategic analysis of the company’s business, examining its performance in the Travel and Tourism market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Travel and Tourism market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Europcar International SA in Travel and Tourism (World)  
Euromonitor International  
August 2013  
Scope of the Report  
Strategic Evaluation  
Competitive Positioning  
Market Assessment  
Category and Geographic Opportunities  
Category and Geographic Opportunities  
Brand Strategy  
Brand Strategy  
Operations  
Recommendations

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