

# Europcar Group: Company Strategy & Performance Analysis

<https://marketpublishers.com/r/E5055F555E8EN.html>

Date: November 2017

Pages: 44

Price: US\$ 499.00 (Single User License)

ID: E5055F555E8EN

## Abstracts

Europcar Group: Company Strategy & Performance Analysis

### SUMMARY

Europcar Group (Europcar), along with its subsidiaries, provides car rental services for business and leisure customers worldwide. The company mainly operates its business through its Europcar, InterRent, and Ubeeqo brands. It offers vehicles for both short and medium-term business and leisure rentals. Some of the major service offerings of the company include Car Rental Services, Chauffeur Services, Franchise Services and Mobility Solutions. The company also offers truck rental services and is involved in franchise operations. Europcar's fleet size increased at 4.1%, from 205,400 in 2015 to 213,800 in 2016. The company's initiatives, such as central coordination and local initiatives to build strong, longstanding partnerships with vehicle manufacturers, helps the company to maintain efficient fleet management and support growth.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading car rental companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore, the reports allow benchmarking company performance through the provision of key performance indicators including: fleet size and rental offices.

### KEY HIGHLIGHTS

Europcar maintains its average fleet size to provide a good service to its customers

Europcar's fleet size increased at 4.1%, from 205,400 in 2015 to 213,800 in 2016. The company's initiatives, such as central coordination and local initiatives to build strong, longstanding partnerships with vehicle manufacturers, help it to maintain efficient fleet management and support growth. The company's fleet composition consists mainly of Volkswagen cars, which were 30% of its fleet composition in 2016. The company currently uses 42 different models of cars provided by 21 manufacturers. This diversity allows it to meet the rental demands of a broad range of customers.

Strategic acquisitions made by the company help to strengthen its market position

The company has undertaken a variety of strategic acquisitions to improve its market share. These acquisitions help the company to strengthen its leadership position in its core business and to develop its position in new markets. For instance, in May 2016, Europcar France acquired Locaraise, its third-largest French franchisee in terms of revenue. Locaraise has a long established commercial presence in the Northern region of France, so this acquisition helped Europcar to further strengthen its market position. In May 2017, the company acquired Buchbinder, the largest car rental company in Germany. Buchbinder is also a market leader in Austria and is present in Hungary and Slovakia. This acquisition will help the company to become the number one player in both Germany and Austria. It will also help the company to significantly boost its low cost and van and truck businesses in these countries.

The company's unique services and new initiatives enhance its number of rental days

Europcar's unique service offerings, coupled with several of its strategic initiatives, help it to enhance its market position. The company reported an increase in number of rental days, which increased from 57.1 million in 2015 to 59.9 million in 2016. The company also made investments in its digital platform to improve the retention rate of its business customers and increase the 'direct to brand' portion of its leisure segment.

## **SCOPE**

Company Snapshot - Detail key indicators and rankings of Europcar Group in terms of revenue, net income and operating income, fleet size and rental offices in the company's key markets.

Company SWOT Analysis - Outlines Europcar Group's strengths and weaknesses, and weighs the opportunities and threats facing the company.

Growth Strategies - Understand Europcar Group's corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - Analyse the company's performance by business segments such as revenue, Europe, and Rest of the World, as well as peer comparison on parameters such as market share.

Key Developments - Showcase Europcar Group's significant recent corporate events, changes and initiatives.

ICT Spending Prediction - Understand how the company allocates its ICT budget across the core areas of its enterprise, namely hardware, software, IT services, communications and consulting.

## **REASONS TO BUY**

How does Europcar Group rank among its peers in terms of fleet size globally?

What are Europcar Group's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014 in terms of its segments?

How has Europcar Group performed in comparison to competitors such as Sixt, Avis Budget Group, Hertz, Enterprise?

What are Europcar Group's strengths and weaknesses and what opportunities and threats does it face?

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