

### FOR IMMEDIATE RELEASE

#### The Car Rental Council of Ireland Becomes Leaseurope's Newest Member

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**BRUSSELS, 16 January 2014** – Leaseurope, the trade body representing leasing and automotive rental at European level, is pleased to welcome the Car Rental Council of Ireland as its newest member.

“As a representative of the short term automotive rental industry on Leaseurope’s Board of Directors, I am pleased that the Car Rental Council of Ireland has joined Leaseurope. Ireland is an important car rental market and the Car Rental Council of Ireland’s expertise will enhance the Federation’s ability to represent and find solutions for the industry at a truly European level. We are therefore looking forward to working together with the Irish association to promote car rental across Europe” said Roland Keppler, CEO, Europcar Group.

Commenting on their decision to join Leaseurope, Paul Redmond, Director General of the Car Rental Council of Ireland said “our member companies look forward to working with the Car Rental Working Group of Leaseurope in addressing the impact of the European regulatory environment on our industry. Consumer protection regulations, the integration of ADR procedures and vehicle taxation issues arising from the cross border movement of vehicles are all subjects of vital interest to car rental companies operating in Ireland.”

He added “the Car Rental Council of Ireland is the representative trade association for the car rental industry in Ireland and is a constituent member of the Irish Tourist Industry Confederation. The Council has been an association of car rental operators in Ireland since 1954. Tourism Ireland, the national tourism promotion agency forecast that 2.5 million visitors from Great Britain and 2.2 million visitors from mainland Europe will have travelled to Ireland in 2013. This represents 77% of all visitors to the country. These visitors increasingly have an expectation that the commercial practices they encounter conform to a common European standard. The Car Rental Council of Ireland will seek advice from our colleagues in Leaseurope to help our members comply with best practices and improve the car rental customer’s experience in Ireland”.

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**About Leaseurope** - As a Federation, Leaseurope brings together 44 associations throughout Europe representing either the leasing, long term and/or short term automotive rental industries. The scope of products covered by Leaseurope’s members ranges from hire purchase and finance leases to operating leases of all asset types (automotive, equipment and real estate) and also includes the rental of cars, vans and trucks. It is estimated that Leaseurope represents approximately 92% of the European leasing market. More information on Leaseurope and its members can be found at [www.leaseurope.org](http://www.leaseurope.org)

**About the Car Rental Council of Ireland** - The Car Rental Council of Ireland is the representative trade association for the car rental industry in Ireland and is a constituent member of the Irish Tourist Industry Confederation. More information on the Car Rental Council of Ireland and its members can be found at [www.carrentalcouncil.ie](http://www.carrentalcouncil.ie)