

Revamped Europcar website offers launch specials

Europcar is offering a host of promotions on its car rentals and chauffeur service in conjunction with the relaunch of its website. The site now offers a quicker and more streamlined booking process in three simple steps, ensuring stress free and simplified car rental.



"Much thought and aesthetic appeal has gone in to the redesign of the website so that while customers book their vehicle online, quickly and easily, they also enjoy the experience," says Europcar's chief executive Dawn-Nathan Jones. "A website needs to strike the balance between functionality and 'a good place to be' while online."

The process has simplified the procedure of reserving the rental car with the option to pay online. Both credit and debit card payments will be available and customers will receive discounts when selecting the 'pay now' option, when this becomes available in February 2013. Everything from waivers, to car seats, bicycle racks, GPS and extra insurance can all be added to the quote online. The invoice reflects every individual amount, the total amount and the deposit required so that customers know exactly what they are paying for.

In addition, the vehicle selection and comparison tool has been improved so that customers can quickly select the vehicle they require. Icons also illustrate the safety features of that particular vehicle, the number of doors, how much luggage it can hold, number of passengers and whether it is automatic or manual. For the environmentally concerned traveller, there is an icon showing the fuel emissions of any vehicle.

For more information, go to www.europcar.co.za.