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EUROPCAR MOBILITY GROUP SWOT & PESTLE ANALYSIS

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Company Name : Europcar Mobility Group

Company Sector : Travel, Tourism and Hospitality, Vehicle Rental

Operating Geography : France, Europe

About the Company :

Europcar Mobility Group, formerly known as Europcar Groupe SA, is a French car rental company headquartered in Versailles, France. The company is essentially engaged in the provision of light commercial vehicles- rental and sharing, ride hailing and other mobility services. The company employs almost 8999 people as of 2020. Europcar Mobility Group presents its mobility solutions through an extensive network in more than 130 countries and sources its vehicles principally from reputed companies, namely Volkswagen, Fiat, Renault, Daimler, PSA, and General motors. The company was founded in 1949 and was primarily owned by a private equity firm Eurazeo until 2015, when 60% of its ownership was transferred to the public and other entities. It operates under its brand Europcar Mobility Group and its various subsidiaries—Goldcar, InterRent, Buchbinder and Ubeeqo. Europcar has won several prestigious awards including the award for “Best Loyalty Customer Service” in Europe and Africa in the Frequent Traveler Awards. Europcar has won several prestigious awards including the award for the “Best Loyalty Customer Service” in Europe and Africa in the Frequent Traveler Awards 2019.

Mobility Group’s unique selling proposition or USP lies in being Europe’s leading car rental provider for almost 70 years. Its mission statement reads, “Offering attractive solutions to vehicle ownership, with a wide range of mobility-related services: car rentals, vans and trucks rental, chauffeur services, car-sharing to its customers.”

Revenue :

EUR 2,929 million – FY18 ending 31st December 2018

EUR 3,022 million – FY19 ending 31st December 2019 (y-o-y increase of 3.2%)

SWOT Analysis :

The SWOT Analysis for Europcar Mobility Group is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1.Strong Urban Mobility business unit's momentum driven by Ubeego development 2.Occupying a unique and central position in the mobility ecosystem 3.Cost synergistic benefits obtained from M&A integration of Goldcar & Buchbinder 4.High resilience towards decline of constant exchange rates and perimeter | <ul style="list-style-type: none"> 1.Double-digit decline in the corporate or B2B segment |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Entering into the US rental market by acquiring Fox Rent A Car 2.Capital investment in IT & digital 3.Diversifying into multiple geographies with franchises | <ul style="list-style-type: none"> 1.Impact of European economic slowdown on corporate rental 2.Brexit economy adversely affecting both B2C and B2B demand |

PESTLE Analysis :

The PESTLE Analysis for Europcar Mobility Group is given below:

| | |
|---|--|
| <p style="text-align: center;">Political</p> <p>1. Consequences of the UK's exit from the EU on car rental business</p> | <p style="text-align: center;">Economical</p> <p>1. Adversely impacted by the slowdown in the European economy</p> |
| <p style="text-align: center;">Social</p> <p>1. Travel and leisure trends of car-sharing pushing the urban mobility momentum further</p> | <p style="text-align: center;">Technological</p> <p>1. Adoption of the "Workplace by Facebook" platform 2. Implementing digital mobility solutions by partnering with Plug and Play</p> |
| <p style="text-align: center;">Legal</p> <p>1. Susceptible to environmental regulations in relation to CO2 emissions, EV taxes</p> | <p style="text-align: center;">Environmental</p> <p>1. Participating in carbon fleet programs by partnering with NGOs like GreenFleet 2. Imposition of environmental contribution based on CO2 emission taxation levels</p> |

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