

ERA Helps Europcar to Drive Towards a Cost-Effective Future

CLIENT:	Europcar
SECTOR:	Vehicle Hire
COST CATEGORIES:	Print (Marketing Print and Operational Print)

THE COMPANY

Operating in more than 140 countries, Europcar offers mobility solutions to five million customers worldwide using its fleet of 248,000 vehicles. It is one of the biggest names in the private rental vehicle market and requires grade-A procurement to compete at such a high level.

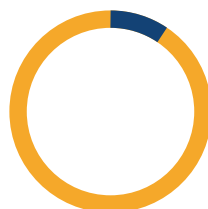
THE CHALLENGE

Head of Europcar's UK Procurement Dean Edwards recognised that the company's print service was fulfilled by several suppliers across the business. The marketing, procurement and operational teams had previously attempted to consolidate suppliers but were unable to do so. Europcar engaged ERA to see if this could be done. There was also a driver to change one of their suppliers as they had recently been acquired by a larger company and service levels were slipping.

THE SOLUTION

ERA Principal Consultant Keith McGregor picks up the story: "By moving to a new supplier, my specialist was able to find savings of £93,000 on a total spend of £281,000 and improve service levels significantly."

TOTAL SAVINGS



£93,000 (33%)

Print (Marketing Print and Operational Print):
Spend = £281,000, Savings = £93,000 (33%)



Europcar

"We tasked ERA with finding solutions to the same problem – print services – across multiple departments. What surprised me was the ease with which they were able to do so, offering in-depth analysis and tailor-made solutions. We look forward to working with Keith and ERA in the future."

DEAN EDWARDS,
HEAD OF UK PROCUREMENT,
EUROPCAR

"Being involved in the print tender process seemed quite daunting at first, but ERA not only made it really straightforward, but enjoyable as well. It has been a real pleasure working with them for the last few years."

KAREN MOULE,
UK BRAND MARKETING MANAGER,
EUROPCAR