

# EUROPCAR

## REBRANDING / POSITIONNING OF ELECTRICAL VEHICLES (B2C)

COUNTRY: BELGIUM



### Context & Requirements

- **Context:** Europcar wants to strengthen its position in the B2C market in Belgium and rebrands its offering of e-cars
- **Question:** What mobility (rental) solutions are available in the Belgian B2C market, focusing on electric cars? How to differentiate ?
- **Objectives:** Obtain an accurate view of the B2C rental market, including its players, offers, customer expectations, and expected prices for electric vehicle rentals



### Solutions

- Analyze brand positioning and awareness among individuals who have already rented a car
- Measure and prioritize services to differentiate the brand
- Identify consumer preferences
- Measure ideal pricing based on consumer preferences and willingness to pay



### Results

- Measurement of overall satisfaction (Net Promoter Score) as well as loyalty and churn factors
- Assessment of consumer needs and expectations, including expected pricing for an electric vehicle
- Definition of the ideal purchase path for B2C rental and Europcar's positioning