



## MEDIA RELEASE

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(for immediate release)

### **New drive to restore New Zealand's biodiversity**

A new partnership between Europcar New Zealand and carbon offsetting not-for-profit Greenfleet is tackling climate change and restoring native forests.

Europcar customers are asked to donate \$5 to Greenfleet to fund projects that will restore New Zealand's magnificent forests.

Greenfleet's Chief Executive Officer Wayne Wescott says the partnership enables both Kiwi customers and visitors to New Zealand to leave a great natural legacy while taking practical action on climate change.

"Europcar is showing real leadership on this critical global issue and Greenfleet is proud to be working with them. Working together, we can capture carbon emissions from vehicle use, restore precious biodiverse forests and preserve the natural landscape for future visitors to enjoy."

Indigenous biodiversity in the Auckland region is under threat from continued loss and fragmentation of native vegetation. Wescott says Greenfleet's focus in the North Island will be restoring native vegetation to re-establish important ecosystems, such as the Pohutukawa–puriri–karaka broadleaved forest, listed as critically endangered on the IUCN Red List.

Europcar New Zealand's General Manager Stephen Jones says "For over a decade Europcar has worked towards offsetting carbon emissions. We are proud to be taking this to the next level with our sustainability partner, Greenfleet."

Globally, Europcar International was the first car rental company to receive *Bureau Veritas* Certification for its Environmental Charter. It was the first such certification for a company in Europe by Bureau Veritas Certification in the fields of quality, safety, health, the environment and social responsibility.

"We know our customers are increasingly concerned about climate change, this is why we're working with Greenfleet to reduce our carbon footprint and extended our carbon offset program to them. Our customers can join us offsetting carbon emissions and restoring native forests across New Zealand. By making a small donation of \$5 with each vehicle hire, our customers can leave a big legacy from their trip," Mr Jones explains.

Greenfleet's first New Zealand planting with Europcar was held in June this year in Te Muri, just north of Auckland.

"We love that our first forest planting in New Zealand with Greenfleet is protecting habitat for our native wildlife – including the Northern New Zealand dotterels which are listed as vulnerable," Mr Jones adds.

"Together with our supporters in New Zealand, we planted nearly 4,000 native seedlings to revegetate a portion of this regional park in the making," Mr Wescott explains.

"Through native reforestation, we can reduce the impacts of climate change, improve biodiversity and create stronger, more sustainable communities," Mr Wescott concludes.

To make a donation or learn more about the program, visit [www.europcar.co.nz/greenfleet](http://www.europcar.co.nz/greenfleet)

**About Greenfleet**

Greenfleet is Australasia's most trusted source of biodiverse carbon offsets. An environmental not-for-profit organisation, Greenfleet works to protect Earth's climate by restoring forests. Since 1997, Greenfleet has planted more than 8.7 million native trees across Australia and New Zealand, to restore forests while offsetting carbon emissions on behalf of thousands of businesses, organisations and individual households. Visit: [www.greenfleet.co.nz](http://www.greenfleet.co.nz)

**About Europcar**

Europcar is one of the leading mobility players in Europe. Present in 145 countries, the group provides customers with one of the largest vehicle rental networks through its own operators, franchisees and partnerships. Europcar operates worldwide its own brands Europcar® and InterRent, which is its low cost brand. In Australia and New Zealand, Europcar is one of the most popular providers of car rental services, operating a large fleet of quality vehicles across a network of more than 123 locations in Australia and 21 locations in New Zealand. Visit: [www.europcar.co.nz](http://www.europcar.co.nz)

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Interviews can be arranged with Wayne Wescott, CEO, Greenfleet, and Stephen Jones, General Manager, Europcar New Zealand.

High-resolution photographs are available to download here:

[https://dl.dropboxusercontent.com/u/10288726/EuropcarNZ\\_Greenfleet\\_201612.zip](https://dl.dropboxusercontent.com/u/10288726/EuropcarNZ_Greenfleet_201612.zip)

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