



# E-Car Adventures in Tampere

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Avis Finland

**AVIS**<sup>®</sup>

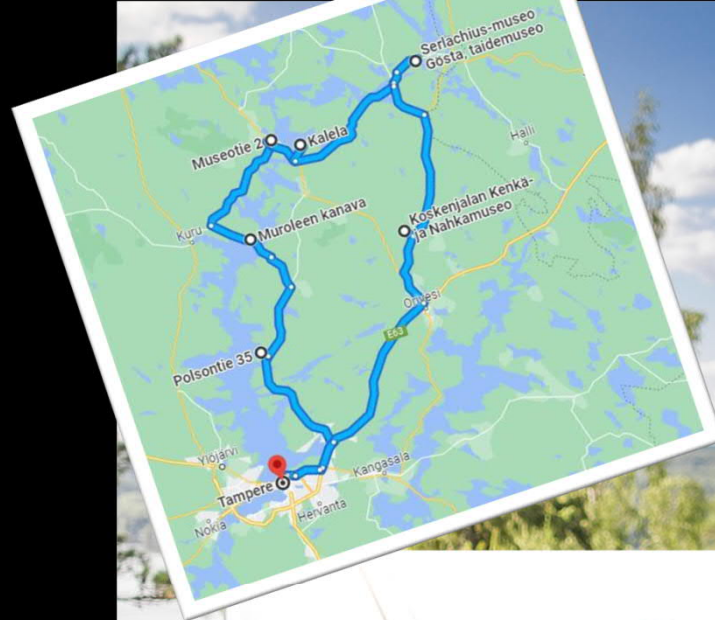
# Who are we?

- Avis is one of the best-known global rental car brands. It was founded in the US in 1946.
- In Finland, Avis operates as a licensee by Finnish-owned Helkama Rent Oy. We provide both short and long-term rentals.
- We have a vast selection of different cars, vans and minibuses. In number of cars, we are #2 in Finnish rental market.



# E-Car Adventures

- Trial to create a new tourism service based on electric car rentals, combining environmental friendliness and flexibility in mobility.
- Avis provided an online platform concentrated on e-car rentals, renting services in Tampere, and modern fleet.
- Avis also provided four route options suitable for electric car adventures and designed for different target groups.



# Results

- Organic and paid visibility with Avis social media accounts and customer newsletters up to 30k
- CTR slightly higher than on average
- Yet, no e-car bookings in Tampere via the campaign site
- (In general, both the number of e-cars and their activities in Avis locations throughout Finland were on rise, activities being well over 1k)



# Reasons and conclusions

- Price
  - Fare of cars
  - Economical uncertainty
- Attitude
  - Lack of e-car experiences and shyness to try
  - Media environment and prejudices
- Timing
  - Summer holidays plans and bookings at their highest from mid-June
  - Print media deadlines in April-May



A wide-angle landscape photograph of a calm lake. The sky is filled with soft, white and grey clouds, with a patch of clear blue sky on the left. The lake's surface is perfectly still, acting as a mirror for the sky and the forested shoreline. The trees are mostly dark green, with some yellowing on the right side, suggesting an autumn setting. In the foreground, the dark silhouettes of reeds or tall grasses are visible, partially obscuring the water's edge.

# Thank you!

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