



STARCAR

STARS IN CARS

STARCAR EUROPA SERVICE GROUP AG
ANNUAL REPORT | 2023

STARCAR ORIGINAL

STARS IN CARS!

by Niklas van Lipzig 2024 8 episodes 4K Ultra HD

The car rental company STARCAR has established itself over three decades as one of the top 4 mobility providers in Germany and is characterized in particular by personal contact persons, a high premium share in the fleet and customer service at eye level.

In around 100 STARCAR branches, flexibility, service and transparency are top priorities thanks to a paperless rental process via iPad including before and after photos - and customers always get a free coffee!

For the production of the latest campaign spots, STARCAR wants to emphasize its unconventional character by appointing a very special creative director this year - a daring undertaking ...

www.starcar.de/niklas



PROD. NO.	TAKE	ROLL
SCENE		
DATE		
PROD. CO.		SOUND
DIRECTOR		
CAMERAMAN		

01 | THE KEY FIGURES

REVENUES

2023 **€ 341,734,103**

2022 **€ 266,771,649**

TOTAL ASSETS

2023 **€ 376,109,131**

2022 **€ 326,541,172**

EBITDA

2023 **€ 24,391,787**

2022 **€ 23,901,594**

STARCAR EUROPA SERVICE GROUP AG once again completed a remarkable financial year in 2023 and secured the growth of recent years for the future through new structures, processes, digitalization projects, and numerous other measures. In addition to a further increase in revenue and a higher balance sheet total, EBITDA also exceeded the very good result achieved in 2022. The return on equity reached an excellent level of 27.9%.

Episode 1



THE PRESS CONFERENCE

The management and representatives of the marketing department introduce the new Creative Director to the public. But things go differently than expected.

02 | THE VEHICLE PURCHASE

22,231 TOTAL VEHICLES

19,243 CARS

2,988 VANS + TRUCKS

AND THE MOST POPULAR BRANDS

5,851



3,067



2,033



1,627



Episode 2



THE CREATIVE MEETING

While those responsible at STARCAR try to work through the agenda professionally, Niklas prefers to impress with self-confidence and complete cluelessness.

Episode 3



THE COMMERCIAL SHOOTING - AND ACTION!

It's getting serious: Niklas arrives on set in his new company car, where a film crew of 40 people awaits him alongside the STARCAR team. A misunderstanding immediately puts his improvisation skills to the test.

Episode 4



THE FEEDBACK MEETING

The marketing management presents the performance of the commercials. The CEO's important reminder presents the team with an unexpected challenge.

03 | VEHICLE PURCHASE BY MANUFACTURER

	TOTAL	CARS	VANS & TRUCKS
ALFA ROMEO	2	2	
AUDI	1.319	1.319	
BMW	1.627	1.627	
BYD	30	30	
CITROËN	53	53	
DAIMLER TRUCK	104		104
FIAT	298	186	112
FORD	128	128	
HYUNDAI	441	441	
JAGUAR	58	58	
JEEP	60	60	
KIA	1.363	1.363	
LANDROVER	65	65	
LEXUS	24	24	
MAZDA	4	4	
MAXUS	36		36
MERCEDES	3.067	1.151	1.916
MINI	212	212	
NISSAN	691	691	
OPEL	885	504	381
ORA	4	4	
PEUGEOT	86	86	
POLESTAR	200	200	
PORSCHE	221	221	
RENAULT	1.075	1.075	28
SEAT	1.006	1.006	
SKODA	239	239	
SMART	115	115	
SUZUKI	20	20	
TESLA	28	28	
TOYOTA	2.033	2.033	
VOLVO	447	447	
VW	5.851	5.851	
VW COMMERCIAL VEHICLES	412		412

Episode 5



THE KEY BUSINESS FIGURES FOR 2023

*Annual report? No problem for Business Management-Niklas.
Here are the key figures ...*

Spot 1



TRANSPARENCY

At STARCAR, customer service is our top priority. The paperless rental process is not only fast and sustainable, but also ensures fair resolution of damage issues thanks to before and after photos taken via iPad.

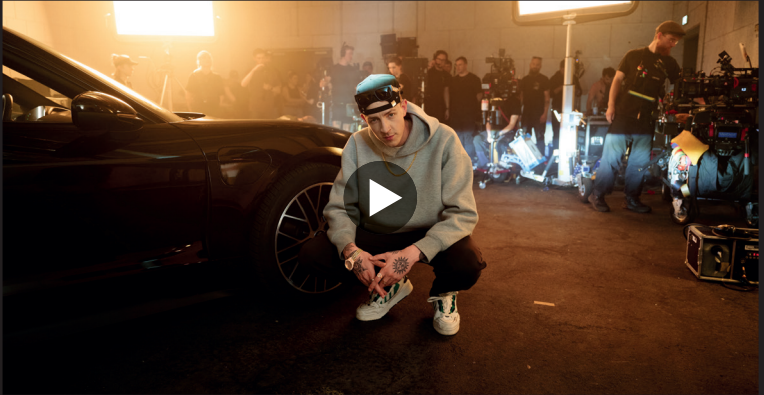
Spot 2



EYE LEVEL

Another USP of STARCAR is the personal contact persons who interact with customers at eye level.

Spot 3



PREMIUM FLEET

Compared to other mobility providers, STARCAR has a high proportion of premium vehicles in its fleet - both in terms of brand mix and equipment lines. This is a benefit that many people are not yet aware of.



We would like to thank Niklas van Lipzig, Doering Media and everyone else who worked on this year's annual report and campaign spots. The project was as extraordinary as our journey itself and we look forward to experiencing Stars in Cars, stardust and much more in the future.

We live, laugh, love cars.

www.starcar.de/niklas

a production of the

STARCAR
EUROPA SERVICE
 **GROUP** 