



London, 10<sup>th</sup> June 2024

## **EUROPCAR LAUNCHES KNOWLEDGE HUB ON DIGITAL EV GUIDE**

### **User guides and insights help new EV drivers and businesses dispel the myths of going electric**

Featuring a Beginner's Guide, a Charging Guide and advice for businesses going electric, the new [Knowledge Hub](#) from Europcar Mobility Group UK provides invaluable information for all drivers considering going electric, as well as those who have recently made the switch. Forming part of the hugely successful free Digital EV Guide launched in 2023, the new Knowledge Hub will be continually updated to reflect new information and developments from across the market.

"Lack of knowledge is one of the biggest blockers to the EV transition," commented Tom Middleditch, Head of Electric Mobility at Europcar. "Drivers are bombarded with misinformation and have limited access to first-hand experience of EV ownership. Yet we know that when drivers are provided with accurate, detailed insight the concerns are dispelled pretty quickly.

"The Digital EV Guide was launched last year to give drivers insight into each of the models in our electric fleet as well as accessing Zapmap tools for route planning and calculating journey costs. Now we've enhanced that resource with the Knowledge Hub which doesn't make any assumptions about drivers' existing knowledge. We've included everything from a beginners' guide to driving electric to more advanced information for fleets."

Europcar's monthly barometer of barriers to EV adoption shows that lack of knowledge is a key issue; more than one in five (23%) private motorists in Quarter 1 cited this as a factor in making the switch. The same percentage of business drivers said they thought their employers lacked knowledge before committing to EV.

To resolve this ongoing challenge, the new Europcar EV Knowledge Hub covers diverse topics such as how EVs work, how to optimise vehicle range, how and where to charge, and whether an EV is right for the driver or business needs. It also includes a myth-busting 101, an EV glossary to break through the potentially confusing jargon, and details on the multitude of business benefits that come with running a green fleet.

Plus the EV guide connects customers with both The EV Café and Zapmap, providing even more information and putting drivers in control of their electric experience. In addition, Europcar is attending a number of face-to-face EV events this year to assist drivers in their EV transition.

“Building and developing our EV guide to now include the Knowledge Hub is an important part of our commitment to helping drivers and businesses transition to low and zero emissions mobility”, added Tom Middleditch. “And we complement the guide with a wide range of electric and hybrid cars and vans for customers to choose on their next rental, to allay fears and give them confidence.”



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### **Notes to Editors**

#### About EuropcarMobility Group

Europcar Mobility Group is a global mobility player, with 75 years of mobility services expertise and a leading position in Europe. “We help to change the way you move” is what we stand for and brings us together. More than ever, we’re committed to delivering simple, seamless, innovative solutions that make mobility easy, enjoyable and increasingly eco-friendly. To do this, we offer to individuals and businesses a wide range of car and van rental services, be it for a few hours, a few days, a week, a month or more, on-demand or on subscription, relying on a fleet of more than 250,000 vehicles, equipped with the latest engines including an increasing share of electric vehicles. Our brands address differentiated needs, use cases and expectations: Europcar® - a global leader of car rental and light commercial vehicle rental, Goldcar® - a frontrunner at providing low-cost car rental services in Europe, Ubeeqo® – one of the European leaders of car-sharing (BtoB, BtoC) and Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning. Customers’ satisfaction is at the heart of the Group’s ambition and that of our more than 8,000 employees, everywhere we deliver our mobility solutions, thanks to a strong network in over 130 countries (including 16 wholly owned subsidiaries completed by franchisees and alliance partners).

More info: [www.europcar-mobility-group.com](http://www.europcar-mobility-group.com)