

## UNDERSTANDING OF ELECTRIC MOTORING GROWS AMONGST BUSINESS DRIVERS

### Survey finds business drivers believe cost remains the biggest blocker for employers

Results from the Europcar Mobility Group UK EV barometer for Quarter 2 reveal that business drivers believe the cost of EVs is still holding back 40.9% of businesses from switching to electric. The lack of charging infrastructure has also become a greater concern for people who drive for work. In Q2 2024, 35.7% of business drivers said lack of charging options were holding back their employer from making the switch, compared to 33.8% in Q1.

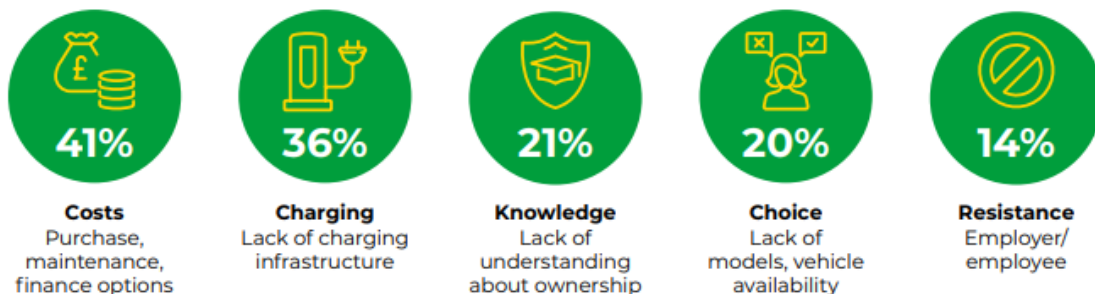
Lack of choice and vehicle availability has also risen slightly, with 19.3% in Q2 citing this as a barrier to greener fleet decisions, compared with 17.8% in Q1. Promising, businesses appear to be more confident in their EV knowledge.

## EUROPCAR EV BARRIERS BAROMETER - Q2 2024



### Business Drivers

What do you believe are the current barriers for your employer in switching to a more sustainable fleet?



“It is encouraging to see that business drivers believe knowledge of EV motoring is growing amongst employers,” commented Tom Middleditch, Head of Electric Mobility at Europcar. “It seems that the lack of charging infrastructure is still holding back a significant proportion of businesses, perhaps concerned about downtime and inefficiency during business hours.

However, the UK's public charge point network has grown by 49% in the past 12 months<sup>i1</sup> and is set to grow even quicker over the next year.

“With budgets being squeezed and businesses looking to streamline costs, it is unsurprising that the cost of purchasing and maintaining an EV is perceived to be an issue for so many fleets.”

With electric motoring being unfamiliar, a lack of knowledge around what it is really like to drive and charge an electric vehicle, and manage an electric fleet, has been a significant challenge for fleets hoping to switch to electric from the outset. Europcar is helping businesses experience EV driving in the real world, with flexible durations and a variety of makes & models available to rent.

Tom Middleditch continued, “As EVs become more common, drivers find more of their friends and family are EV drivers. This helps boost confidence and understanding for drivers and those responsible for fleet decision-making. With a detailed handover and free resources to address queries and misconceptions around EV motoring, drivers can take to the road happy and confident. As such, we are empowering businesses to switch to a greener fleet today.”

To help businesses and drivers gain a better understanding of EV life, Europcar regularly updates its free digital EV Guide. The beginner's guide to EVs answers the most common questions and helps drivers make sense of all the buzzwords and acronyms. It also explains how switching to an EV will help save money and reduce emissions along the way. Importantly, the guide covers EV incentives available and details how to charge an EV, including explaining the different types of chargers. [Knowledge Hub](#)



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\*<https://www.gov.uk/government/statistics/electric-vehicle-public-charging-infrastructure-statistics-april-2024/electric-vehicle-public-charging-infrastructure-statistics-april-2024>

## **Contacts**

<sup>1</sup> <https://www.gov.uk/government/statistics/electric-vehicle-public-charging-infrastructure-statistics-april-2024/electric-vehicle-public-charging-infrastructure-statistics-april-2024>

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## **Notes to Editors**

### **About Europcar Mobility 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)