

London, 24th June 2024

Europcar turbo charges EV Fleet

Mobility provider gives motorists more choice on their net zero journey – and takes the stress out of battery charging

Europcar is underlining its commitment to supporting businesses and motorists on their net zero journey with a confident plan of fully electric and plug-in hybrid vehicle additions to its fleet in 2024.

The end of 2023 saw electric vehicles account for over 12% of Europcar's fleet – a 379% increase over 2022 - with customers driving more than 3.5 million EV miles and 50,000 more EV rental days than the previous year. The company's ambitions for 2024 are even greater as it schedules a range of new electric models for the fleet based on its strong OEM partnerships.

Amongst the car additions to the Europcar fleet already available for customers to book or coming onto fleet Summer 2024 are the recently launched Jeep Avenger, the Skoda Enyaq and the Volvo XC60 and XC90 PHEVs. These new EV models come alongside the already well-established fleet of Tesla Model 3s, Mercedes-Benz EQ models and MG4 available from Europcar locations across the UK.

Europcar has also introduced a stress-free approach to vehicle charging for its rental fleet, to ensure customers don't have to worry about returning the vehicle with a full charge. Every electric vehicle is provided at the start of rental with between 50% and 80% charge and the vehicle can be returned with just 20% battery charge.

As Tom Middleditch, Head of Electric Mobility at Europcar Mobility Group UK explained, the fleet strategy is designed to give both business customers and private motorists a wider choice of vehicle types to experience zero emission motoring in real-world conditions. "The latest new car sales figures show that there continues to be an appetite for electric motoring, however much of that is currently driven by the corporate sector, where business drivers can benefit from company car and salary sacrifice schemes.

"The issue - revealed in our own research - is that there are still underlying concerns about the cost of entry into electric motoring with two in three private drivers surveyed in Quarter 1 citing this as a barrier. Charging infrastructure also remains a barrier for half of private drivers, despite the availability of charging growing significantly in the last year. Plus lack of knowledge was named by more than one in five (23%) respondents as a key challenge they face in making the switch.

"Rental provides easy access to electric motoring in a low-commitment way which is good news for private motorists and businesses. Individuals can rent a vehicle when it's needed,

for just a few days or weeks, at the same time learning about the best way to optimise performance; discover that charging does not have to be a worry, which will then inform the decision about the best vehicle – and ownership options – for the future. Long-term rental also makes sense for businesses as they transition to zero emissions. It provides the ultimate flexibility to optimise fleet size as well as provides access to the latest vehicles and technology without having to commit to lengthy lease agreements.”

The Europcar electric vehicle fleet is available from locations across the UK as well as for delivery and collection to most business and private addresses. To find out about the fleet visit electric.europcar.co.uk.



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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