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Electric vehicle rental helps boost perceptions and alleviate anxiety

NPS for Europcar electric rental rises 8 points in 12 months

The latest Net Promoter Score (NPS) for electric vehicles rented from Europcar Mobility Group UK shows significant improvement on the previous year. Calculated from customer satisfaction and likelihood to recommend a service to friends and family, the average monthly NPS for EV rental in 2025 increased by 8 points over 2024.

Evelyn Tourish, Customer Experience Manager at Europcar Mobility Group UK commented: “To help motorists find out what it’s like to drive electric, we are continually working to make electric vehicle rental as easy as possible. We have committed significant investment to training our customer-facing teams to provide a comprehensive hand-over for our electric vehicles as well as providing a range of resources and tools to ensure the journey is as smooth as possible.

“In our experience, once someone tries electric driving, many of the perceived barriers fall away and they have a much better experience than they expected. These positive NPS results show this to be a common experience.”

Europcar is committed to helping motorists experience EV driving in the real world without the high up-front cost of purchase. The fleet of plug-in hybrid and electric vehicles continues to grow to help private and business drivers access a range of car and van options. And the mobility provider continues to build the range of resources and tools to make the EV driving experience as easy as possible.

Customers renting an electric vehicle have access to the full suite of [Octopus Electroverse](#) features, including a real-time charger map with availability, speed and cost details as well as route planning functionality based on range and chargers along the route. And Europcar [EV Assist](#) provides vital guidance and support about their vehicle through a user-friendly web tool.

EV Assist allows drivers to quickly find out how and where to charge, how to maximise battery range and how to get urgent assistance in the event of a breakdown or collision. The tool is complemented by Europcar’s [Digital EV Guide](#), which includes the Knowledge Hub to answer key questions and concerns around EV driving, and the EV Showroom which highlights the vehicles available to rent and answer any queries about how to use the vehicle during a rental.

Evelyn Tourish continued: “Our dedicated vehicle handover, combined with a range of customer support tools simplifies electric rental and helps reduce the anxiety and uncertainty

that holds many drivers back from going electric. They play an important role in our mission to remove barriers, supporting businesses and individuals as they adopt EVs at a pace that suits them. And our latest NPS data is very positive news for the future of sustainability mobility as we move towards net-zero targets.”

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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 280.000 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, Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning, and Euromobil®, a German car rental player. The Group also operates the "myEuropcar" platform for vehicle subscription.

Customers’ satisfaction is at the heart of the Group’s ambition and that of our more than 9,000 employees, everywhere we deliver our mobility solutions, thanks to a strong network in over 130 countries (including 15 wholly owned subsidiaries completed by franchisees and alliance partners).

More info: www.europcar-mobility-group.com