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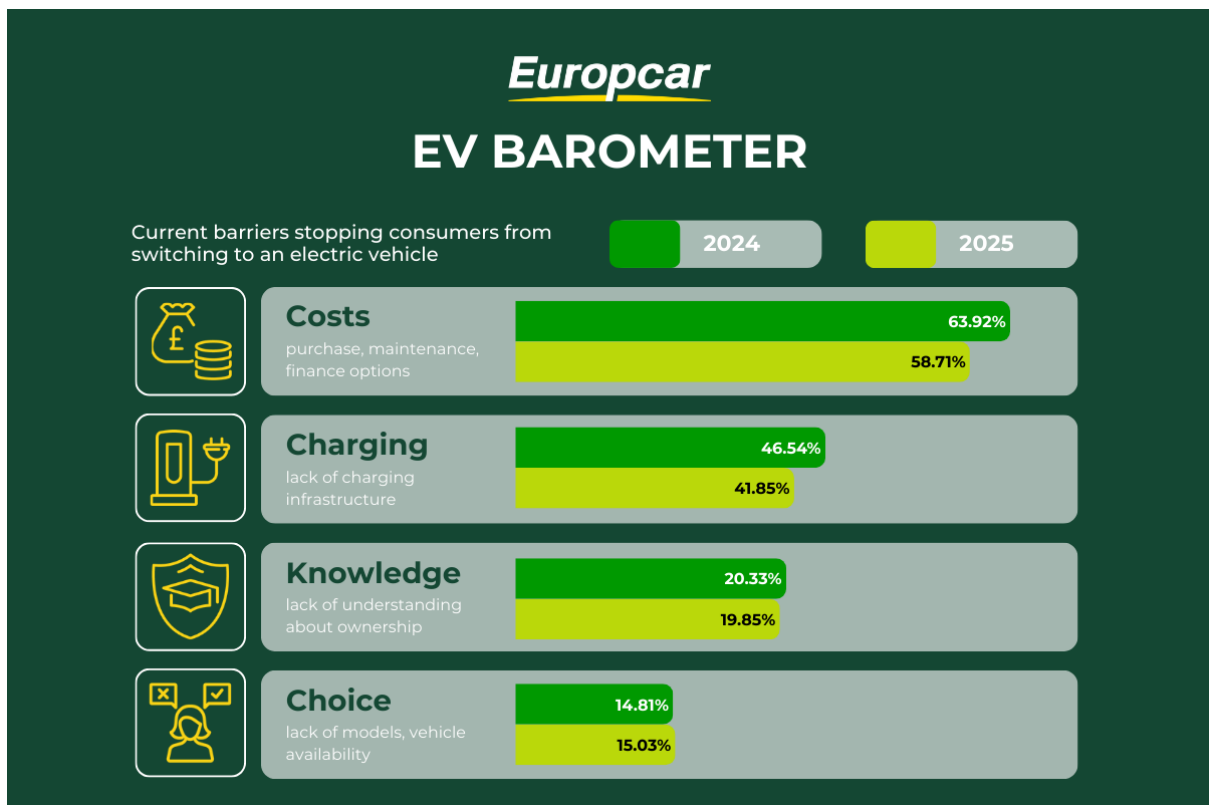
Cost holds firm as biggest barrier to EV driving

Knowledge and charging infrastructure hold back fewer drivers but purchase and maintenance costs continue to get in the way

Analysis of the 2025 Europcar Mobility Group UK electric vehicle (EV) barometer paints a positive picture for EV adoption amongst private motorists, with fewer barriers holding drivers back from making the switch. More drivers in 2025 said none of the barriers cited apply to them, increasing from 10% in 2024 to 13% in 2025.

Highlights

- Cost is the main barrier for 58.7% in 2025, down from 63.9% in 2024
- Lack of charging infrastructure holds back 41.9% of drivers, down from 46.5% last year
- Understanding of EV ownership stalls 19.9% from switching to an EV
- 15% find a lack of model choice and vehicle availability a barrier to switching



“It is encouraging to see driver confidence in electric vehicles increasing as we get closer to the end of petrol and diesel vehicle production,” commented Sarah Clarke, Consumer Marketing Manager at Europcar. “However, there is still some hesitation holding back a significant number of drivers from switching to zero-emissions.

“Since we first added electric vehicles to our rental fleet, we have seen concerns quickly dissipate once a driver gets behind the wheel of an EV. We provide a detailed handover for new EV drivers to help them get to know their vehicle and take to the road happy and confident.

“The purchase cost of EVs is falling more in line with petrol and diesel vehicles but they remain out of reach for many people. This is another area in which rental can support the transition to greener motoring as it removes the high up front cost of purchase while allowing drivers to cut their emissions when they chose to rent. Our growing range of rental options and vehicle choices mean we have an EV to suit every journey.”

Helping motorists make the switch to electric driving, Europcar is committed to continually increasing the breadth of choice in its zero-tailpipe emissions fleet to help more drivers find out how electric cars can fit into their lives. Customers renting electric also gain 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.

Plus, to help motorists gain a better understanding of EV life, Europcar regularly updates its free digital EV Guide and [Knowledge Hub](#). 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. Importantly, the guide covers EV incentives available and details how to charge an EV, including explaining the different types of chargers.

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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).

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