

London, 29th April 2026

The experimental phase of sustainable mobility is over Europcar Sustainability Report finds that vehicle electrification has moved from 'early adoption' to 'operational maturity'

The latest Sustainability Report from Europcar Mobility Group UK has found that organisations are now more familiar and more confident with electric vehicles (EVs), increasingly recognising how they can fit within their business operations. As well as adding more electric cars and vans to their fleets, 2025 saw businesses focus on optimising how these vehicles are deployed, charged and managed on a day-to-day basis to reduce downtime and optimise efficiency.

Key findings

- EV adoption continues to accelerate, with **BEV registrations increasing 24%** in 2025
- Public **charging infrastructure grew by 23%** in 2025
- Driver **barriers have declined**, with fewer motorists citing cost or infrastructure as obstacles to EV adoption
- **Electric vans reached new viability** with 200-mile ranges and increasing payload capability
- **Rental is becoming a strategic tool** that supports EV trials, bridges delivery delays and enables rapid scaling for fluctuating demand

Tom Middleditch, Head of B2B Marketing and Sustainability spokesperson for Europcar Mobility Group UK commented: "2025 was an important and exciting year in the journey to zero-emissions mobility, with sales of battery electric and Plug-In Hybrid models increasing and the public charging network growing significantly. Increased availability of vehicles with longer range has also helped adoption, driven by manufacturer investment ahead of the fast-approaching ban on the sale of new petrol and diesel cars. As EV technology matures and becomes more familiar to drivers, attitudes towards EVs are shifting. We have seen resistance and other barriers become less significant over time, and more businesses are making the switch to greener fleets."

Increased suitability of electric cars and vans, coupled with the cost savings offered by charging compared to petrol and diesel, as well as BiK tax advantages, sustainability and operational efficiency are inseparable in 2026. The new report, ['Electrification Reaches Operational Maturity'](#), explores the trends of 2025 and 2026, and identifies the strategic tools helping businesses to run a more efficient, affordable and future-proof fleet.

Tom Middleditch continued: “Europcar has been supporting businesses as they make the transition to low or zero-emissions fleets for many years. While rental does still have a role to play in supporting fleets experiencing sudden increase in demand, our offering has evolved far beyond that. We work in partnership with many businesses who see rental as a strategic tool that can streamline and accelerate the transition to zero-emissions mobility. Replacing permanent fleets with long-term rental is becoming more common thanks to its flexibility and lack of long-term financial commitment. Electric rental is coming into its own.”

[Read the full report here.](#)



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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