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Europcar removes cost barrier for EV rental

Price parity with petrol and diesel models help drive fleet sustainability

Europcar Mobility Group UK has taken a significant step towards accelerating electric vehicle (EV) adoption among its business customers by introducing price parity between EVs and equivalent petrol or diesel (ICE) vehicles. Effective from April 2025, business account holders will be able to rent electric vehicles at the same price as their ICE counterparts, removing a key financial barrier to more sustainable mobility.

Because of the higher purchase cost of electric vehicles, to date renting an EV has generally been more expensive than petrol or diesel models. However, Europcar is now aiming to break down this barrier to encourage more businesses to start their electric journey by renting electric rather than committing to lease or purchase. By offering rental of electric cars and vans for the same price as petrol or diesel, this move underscores Europcar's commitment to supporting businesses in achieving their sustainability goals without incurring additional rental cost.

"We understand that cost is a significant factor for businesses considering electric vehicles," commented Tom Middleditch, Head of Electric Mobility at Europcar Mobility Group UK. "The Europcar EV barometer for 2024 revealed that the cost of purchasing and maintaining an EV is a barrier for around 40% of fleets. We believe that by eliminating the price difference for rental, we're making it easier than ever for our business customers to experience the benefits of electric mobility and contribute to a greener future.

"Electric rental is not only a more sustainable short-term fleet solution; it is also a great way for businesses to future-proof their operations. Instead of purchase or lease, renting provides the flexibility while electric technology continues to evolve."

Price parity applies to business account customers¹ across Europcar Mobility Group UK's extensive network, effective from April 1st 2025. Electric models available include hatchbacks, SUVs, saloons and vans to meet all business requirements, including the Skoda Enyaq, Jeep Avenger, Mercedes EQ range and Renault Kangoo.

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,

¹ with exceptions for insurance and bespoke contract customers; these customers should consult their account manager for further information

the guide covers EV incentives available and details how to charge an EV, including explaining the different types of chargers. Europcar customers hiring an EV also gain access to Zapmap through the EV Guide to ensure finding a suitable charger is quick, easy and convenient.

“The transition to electric vehicles is happening and we want to help customers through that daunting journey”, added Tom Middleditch. “We're focused on removing barriers and we believe that taking price out of the equation will support more businesses to adopt EVs with the flexibility of rental enabling them to go at a pace which suits them.”



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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, and Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning. The Group also operates the "myEuropcar" platform for vehicle subscription, and "Europcar on Demand", a roundtrip car-sharing service present in key cities in Europe.

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