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COST REMAINS BIGGEST BARRIER TO EV SWITCH AS CHARGING CONCERNS EASE

Year-on-year analysis of Europcar data finds that six in ten drivers still cite cost as the reason to delay switching to electric

With the government consultation on the ZEV Mandate aiming to examine the factors impacting demand for electric vehicles, the latest EV Barometer¹ from Europcar Mobility Group UK, identifies that cost remains the biggest barrier to switching to an electric vehicle for private motorists. However, drivers are becoming less concerned about charging infrastructure.

Key findings

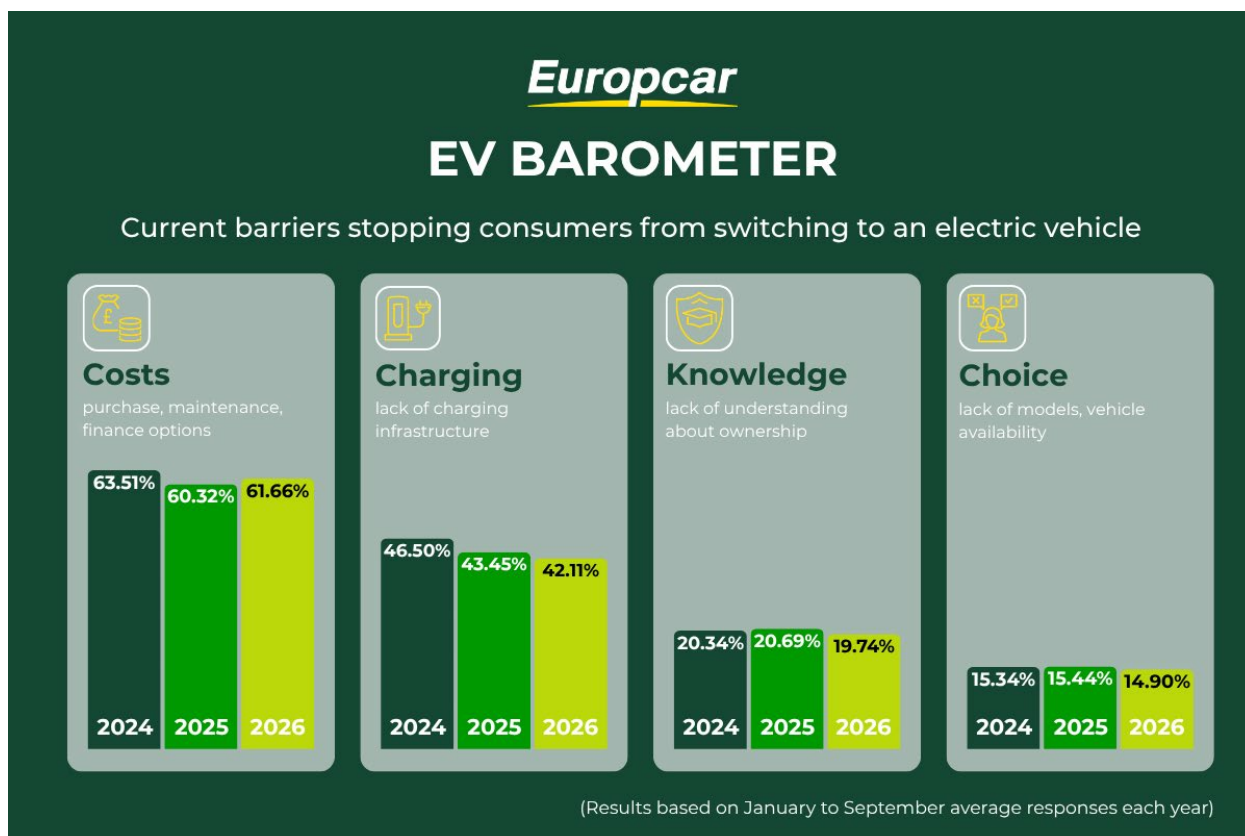
- In **September 2026**, **60.5%** respondents cited cost as a barrier, unchanged from **60.5%** in **September 2025**
- Concern about charging infrastructure fell from **44.7% in September 2025** to **39.9% September 2026**
- Cost now sits **20.7 percentage points** ahead of charging as a barrier year-on-year
- Knowledge remains a barrier for **nearly 2 in 10** drivers year-on-year

The longer-term trend points in the same direction. Across the EV Barometer survey of private motorists' attitudes to electric motoring, conducted monthly from January to September, an average of 42.1% cited charging infrastructure as a barrier to change in 2026. This compares to 43.5% in 2025 and 46.5% in 2024.

Cost concerns eased from 63.5% in 2024 to around 61% in 2025 and 2026, while a lack of EV ownership knowledge remained a barrier for one in five respondents throughout.

"It's encouraging to see charging concerns are beginning to ease, but it seems cost continues to hold many drivers back," said Tom Middleditch, Sustainability spokesperson at Europcar. "For private motorists considering electric vehicles, understanding how an EV fits into their day-to-day life matters as much as the headline vehicle cost. Trying one through rental can help drivers assess charging, range and practicality for themselves."

Europcar is committed to helping customers experience EV driving in the real world without the high up-front cost of purchase. The growing range of vehicle choices mean Europcar has an EV to suit every journey, and a detailed handover helps drivers take to the road happy and confident. To help motorists gain a better understanding of EV life, Europcar regularly updates its free digital EV Guide and [Knowledge Hub](#).



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Notes to Editors

About Europcar Mobility Group

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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

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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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