

London, 4th June 2026

Mixed government messages probably impacting EV adoption by businesses

EV pay per mile proposals confusing buyers and dampening business appetite for switching to electric

The latest electric vehicle (EV) barometer from Europcar Mobility Group UK has found that concerns around the cost of purchase, maintenance and finance options rose by more than 4 percentage points in Quarter 1 2026 compared to the end of 2025. With the government's proposal to introduce a pay-per-mile tax for electric vehicles announced in the Autumn budget at the end of November, this could be a factor in causing businesses to pause plans for electric vehicle adoption. A lack of understanding around maintenance costs could also be a factor.

Key findings

- Concerns around the cost of purchase, maintenance and finance options **rose from 36.7%** in Q4 2025 to **41%** in Q1 2026
- Charging infrastructure concerns held back **29.5%** of businesses in early 2026, **up from 28.6%** at the end of 2025
- Businesses are less concerned about the choice and availability of EVs, **falling from 15.9% to 13.5%**
- Resistance from the employer or employee also **fell, from 13% to 10.8%**

Tom Middleditch, Head of B2B Marketing and Sustainability spokesperson at Europcar said: "Our latest data shows that financial considerations and confidence in EV technology continue to shape purchasing decisions and fleet scale-up.

"With mixed messages from government over the last few months regarding taxes on EVs, and the increase in BiK tax from April, it seems that cost is becoming a bigger factor in holding business buyers back. The uncertainty over the detail of a tax on mileage of electric vehicles and no clarity on timing is undoubtedly creating a question in people's minds. What's needed right now is a clear direction so that businesses that work on 3-5 year fleet cycles can plan ahead effectively."

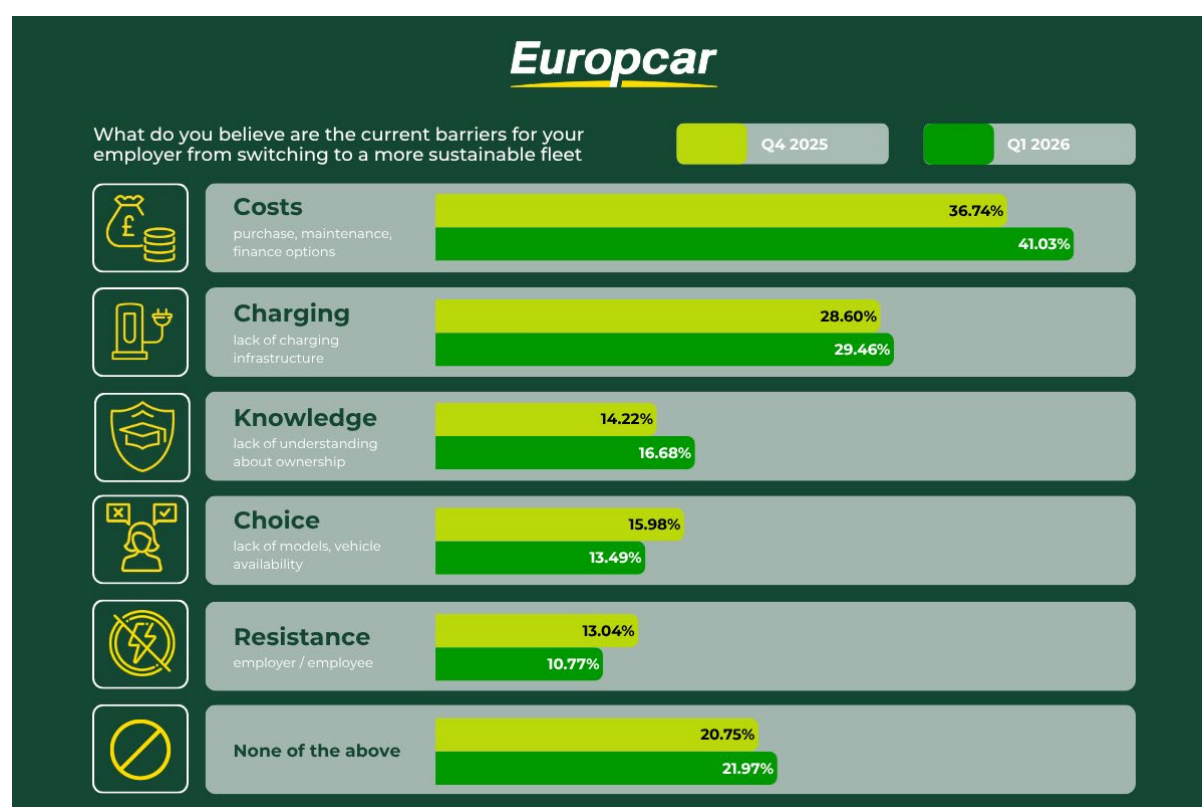
Charging infrastructure is the other big issue still influencing business adoption of EVs. The latest Europcar data shows an increase, albeit small, in concerns about infrastructure for Q1 2026 compared to the last quarter of 2025.

Even though the fuel crisis may well be encouraging more businesses to consider electric, the increasing concerns over charging and affordability could still have a major impact on EV adoption and the journey to net-zero.”

“There is, however, a more positive picture when it comes to knowledge and understanding around owning and driving an EV,” added Tom Middleditch. “In Quarter 1, fewer businesses saw this as a barrier to switching to electric. We believe that the growth we have seen in EV rentals is contributing to this increased confidence with a 139% year-on-year increase in Q1 2026.

“EV rental enables businesses to get an accurate picture of how electric vehicles can fit into their fleet and their operations without having to make any long-term commitments. We are committed to helping drivers and businesses make more informed decisions, based on first-hand experience instead of concerns which stem from lack of real-world experience. The growing range of rental options and vehicle choices available from Europcar means we have 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

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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 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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