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Positive EV rental experience could boost confidence in switching for 44% of business drivers

Europcar research provides vital insight for ZEV Mandate consultation as deadline for submissions (23/10) approaches

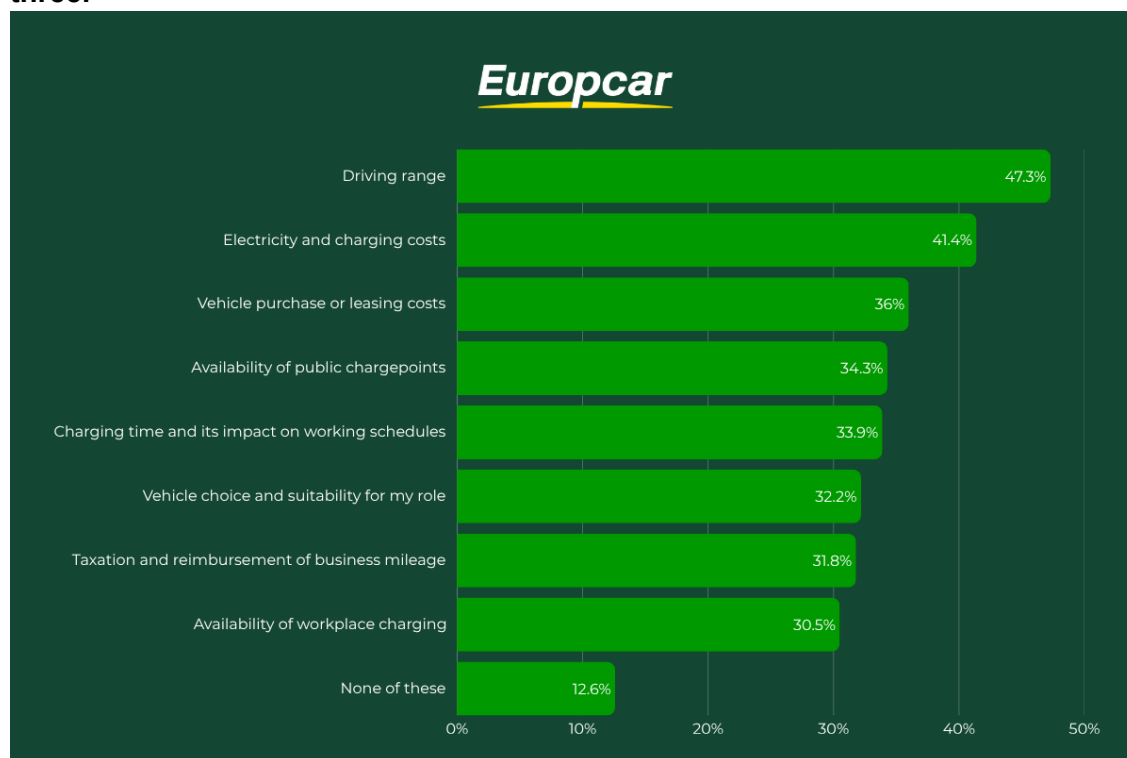
A new Europcar Mobility Group UK survey¹ underlines the value of providing business drivers with the opportunity to use electric vehicles (EVs) in real-world conditions. With 44.2% of business drivers saying that a positive EV rental experience could increase their confidence in switching to electric motoring, electric rental could play a vital role in building the demand and confidence needed to support the UK's transition to zero-emission vehicles. Europcar commissioned the research following the announcement of the ZEV Mandate consultation. The findings will be included in the mobility provider's own response.

The findings highlight the operational issues fleets need to address. Almost half of business drivers (47.3%) identify battery range as an aspect of the zero-tailpipe emission transition most likely to affect them when driving for work. Electricity and charging costs follow at 41.4%, ahead of vehicle purchase or leasing costs (36.0%), public charge point availability (34.3%) and charging time and its impact on working schedules (33.9%).

A further 39% support incentives to increase the availability of EVs through rental, enabling consumers and businesses to gain practical experience before making longer-term vehicle decisions.

Which aspects of the transition to zero-emission vehicles are most likely to affect you when driving for work? Please select up to

three.



“Our research reinforces the BVRLA’s call for the ZEV transition to be underpinned by stronger consumer and business demand and confidence,” commented Tom Middleditch, Head of B2B Marketing and Sustainability spokesperson at Europcar Mobility Group UK. “Rental gives employers a practical way to introduce colleagues to electric driving without requiring an immediate purchase or long-term lease commitment. It allows businesses to assess how an EV performs on actual work journeys, including whether range and charging requirements fit employees’ routes and schedules.”

Cost remains an important part of the equation - 38.2% said price parity with petrol or diesel vehicles would encourage them to rent electric. Europcar offers price parity for EV rental with petrol and diesel alternatives for eligible business account customers², helping organisations build first-hand experience at a commercially practical price point.

Tom Middleditch continued: “The research also found that understanding of the ZEV Mandate itself is limited. More than a quarter do not know what impact it will have on people who drive for work, while a third expect a negative impact and just a fifth expect a positive one. Businesses need practical evidence to inform their transition plans. Testing EVs against actual routes, mileage and charging patterns can help employers assess suitability, identify the support drivers need and shape fleet and travel policies with greater confidence.” 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 can 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. Europcar customers hiring an EV also gain access to Octopus Electroverse through the EV Guide to ensure finding a suitable charger is quick, easy and convenient.

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Notes to Editors

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"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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