

London, 24th November 2025

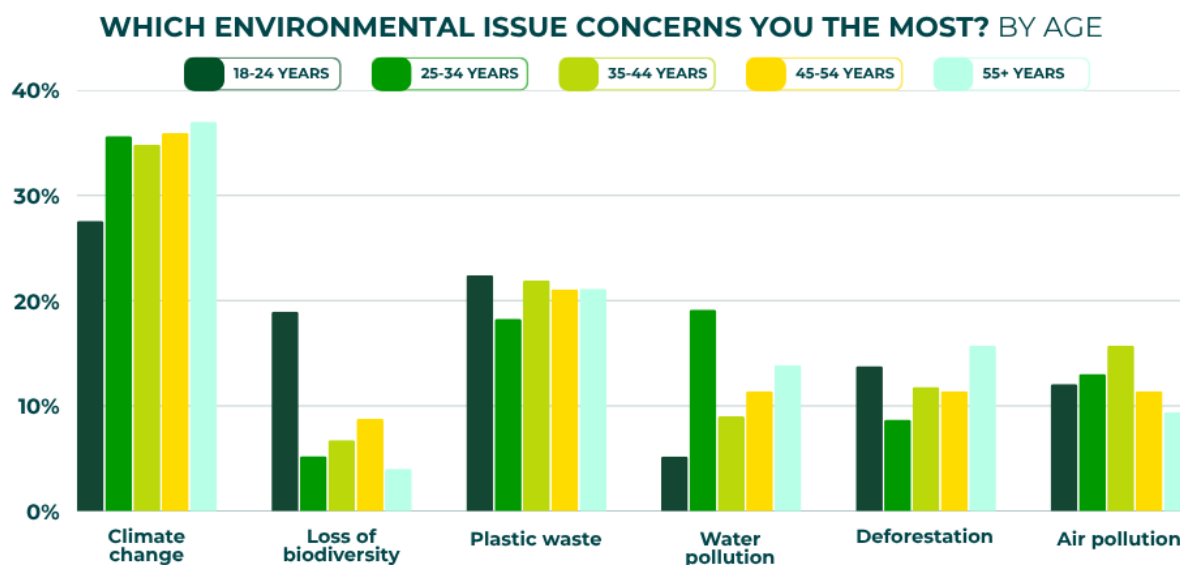
Consumers take a stand to tackle climate change concerns

Europcar surveys highlights key concerns and actions taken by environmentally conscious Brits

Following the conclusion of the [COP30 annual climate meeting](#) in Belem, Brazil a Europcar surveyⁱ has found that climate change is the biggest environmental concern for Brits, with many taking positive steps to reduce their own impact.

Key findings:

- With 35% of votes, climate change is the biggest environmental concern for respondents, ahead of plastic pollution (21%)
- 52% of respondents have what they describe as a Moderate understanding of current environmental issues
- 25% have changed their attitudes to travel to reduce carbon emissions
- 32% have participated in a practical or awareness event to benefit the environment, including tree planting and cleanups
- 60% would pay more for products and services that are more environmentally friendly

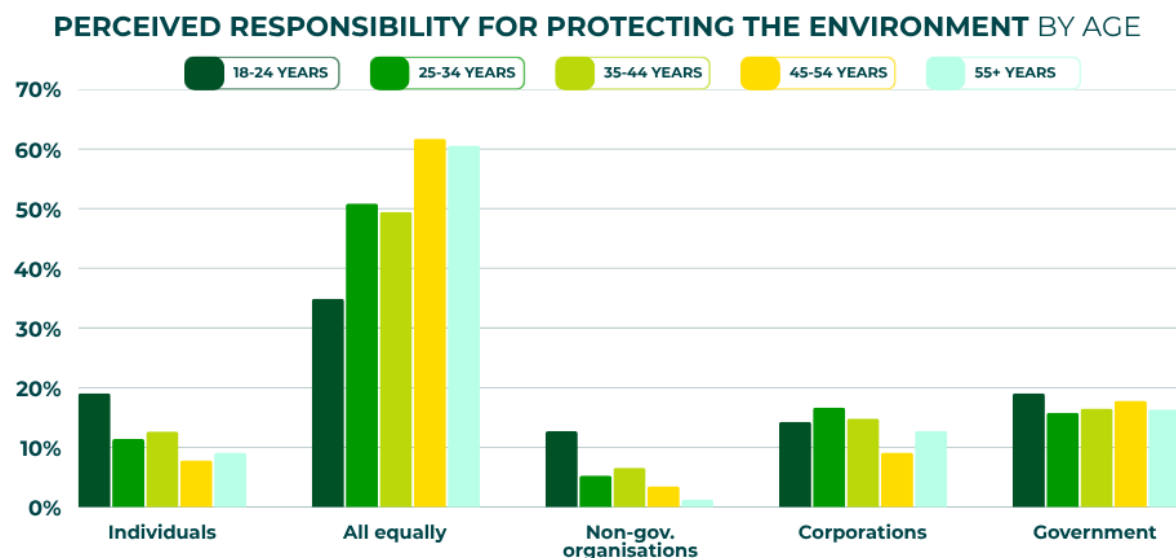


Respondents to the Europcar survey demonstrate clear commitment to supporting the environment, with many willing to take practical action and make conscious choices to

reduce their impact. Half (52%) rate their overall awareness of environmental issues as Moderate, while 22% said it was High and just 7% chose Very High. Younger respondents were more likely than older to select Very High (15% of 18-24s, compared to 6% of those aged 55+).

Although just 13% would Definitely be willing to spend more on a more environmentally friendly alternative product, close to half (47%) said they would be willing if it wasn't too expensive. Younger respondents were far more likely than the older generations to say they would definitely spend more for environmentally friendly products, with 26% of 18-24s and 27% of 25-34s selecting this option, compared to 7% of 45-54s and 8% of those aged 55 and over.

More than half of respondents to the Europcar survey said they take responsibility for their own part in protecting the environment, with 56% believing everyone has equal responsibility for protecting the environment. However, 17% believe the responsibility falls on the shoulders of government.



Sarah Clarke, Senior Consumer Marketing Manager, Europcar commented: “Consumers are doing their part to make a difference, and this survey shows their commitment really is more than just talk. Many have already made changes and taken action to help the environment and are even willing to be out of pocket if it benefits the environment. It is encouraging to see that so many people have changed their travel habits and attitudes to reduce the carbon footprint, as mobility is the largest contributor to greenhouse gas emissions.”

“At Europcar we’re working hard to reduce the environmental impact of motoring. The choice and number of electric vehicles we can offer to customers has grown significantly in the last 12 months, now accounting for 14% of our fleet. And we’re giving motorists the chance to try out EVs in real-world conditions before they make a long-term financial commitment to change as well as providing access to a wealth of resources to help motorists inform themselves and dispel the myths.”

To help motorists gain a better understanding of EV life, Europcar regularly updates its free comprehensive digital EV Guide and [Knowledge Hub](#). Europcar customers hiring an EV also gain access to Octopus Electroverse through the EV Guide to find a suitable charger quickly and easily and can use [EV Assist](#) – a free smartphone tool designed to turn nervous first-timers into confident electric drivers.



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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