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UK businesses are switching to 'usership' for business mobility

As economic confidence falters, Europcar trend tracking underlines the flexible role of rental

According to new analysis from business mobility experts, Europcar, UK organisations are switching to rental as a key strategy to navigate exceptionally challenging operating conditions and avoid long-term financial commitments for fleet. Data from its current marketing campaign, shows that engagement with a 'commitment-free' message, is up 245% year-on-year.

Increased employment and operating costs have seen insolvencies increase 3% year on year¹. A lack of appetite for recruitment is also evident as the latest jobs report from KPMG and REC² shows the 44th consecutive month of decline for permanent placements. The recent rising cost of fuel as a result of the Iran war and subdued consumer confidence are compounding the challenges for organisations.

Against this backdrop, vehicle acquisition remains one of the largest and most rigid capital commitments businesses have to make. Buying ties up significant capital and saddles a business with an asset that depreciates the moment it leaves the forecourt. Leasing typically locks businesses into 3-5 year contracts with mileage caps, early exit penalties and fixed monthly payments that continue regardless of whether the vehicle is actually being used. Many organisations are, therefore, looking for alternatives to making long-term commitments to vehicle purchase or leasing.

Europcar's tracking of business 'use cases' for rental has seen a significant increase in 'flexibility' and 'no commitment' categories over the past few months as Tom Middleditch, Head of B2B Marketing explained: "In a climate where businesses are eliminating discretionary spend, freezing headcount and managing cash week-to-week, committing to a lease of 3 or more years or depreciating fleet purchase is increasingly hard to justify. That's where rental comes in."

Europcar Long-Term rental is the smart alternative for UK businesses looking for financial agility. Rather than owning or leasing a vehicle and paying for it continuously - whether it's on the road or sitting in a company car park - the rental model means businesses access vehicles when they need them, and incur zero cost when they don't.

¹ <https://www.gov.uk/government/statistics/company-insolvencies-april-2026/commentary-company-insolvency-statistics-april-2026>

² <https://www.cityam.com/uk-permanent-jobs-fall-as-economy-held-up-by-uncertainty/>

The Europcar Long-Term Rental service means rentals are available from as little as one month, with no early exit penalties. And businesses can scale up or down as conditions change. Vehicles are delivered when they're needed and rates include maintenance and 24-hour roadside assistance, removing unexpected cost spikes from fleet management.

"The last few months have seen a marked shift in organisations seeking information about where rental can provide a flexible alternative to ownership," added Tom Middleditch. "The range of vehicle choice, including electric, available from a wide network, means a business can always opt for the right vehicle for the job each time. And the Europcar Delivery and Collection service eliminates the inconvenience of having to go to a branch at the start and end of a journey. It's true usership."



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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