

London, 4th June 2026

## **Consumer EV concerns rise**

### **Europcar research finds affordability and charging remain the dominant challenges**

New data from the Europcar EV barometer has uncovered a renewed rise in perceived barriers to EV adoption in Q1 2026 compared to Q4 2025, despite the fuel crisis. The figures suggest confidence remains fragile despite the maturing EV market and steadily increasing adoption. 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 private motorists to pause plans for electric vehicle adoption. A lack of understanding around maintenance costs could also be a factor.

#### **Key findings**

- **42.83%** of consumers were held back from switching to an EV by a perceived lack of charging infrastructure in Q1 2026, up from **37.06%** in Q4 2025
- Cost concerns including purchase, maintenance and finance options held back **59.91%** in Q1 2026, up from **53.90%** in the previous quarter
- Vehicle choice in terms of model range and availability held back **14.25%**, up slightly from **13.79%**

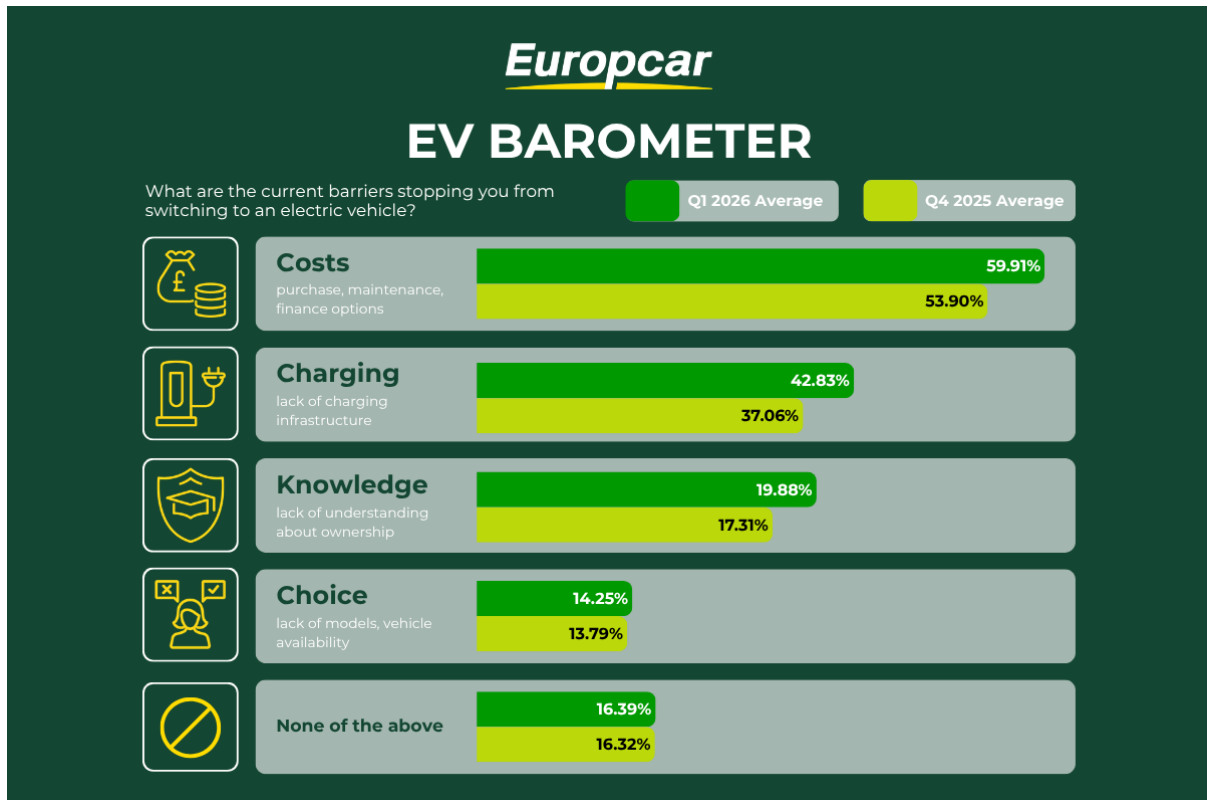
“The latest quarterly results from the Europcar EV Barometer show increases in all barriers for consumers who may consider switching to an electric vehicle,” commented Tom Middleditch, Sustainability spokesperson at Europcar. “Mixed messages from government, including the proposed pay-per-mile tax for EVs could well be creating confusion.

“Our latest data shows that costs and infrastructure limitations are having the most significant impact on adoption. Availability of different vehicle models and lack of EV knowledge are also playing a part in slowing adoption, showing slight increases between the previous two quarters. With the end of sales for new petrol and diesel vehicles fast approaching, a rising number of low and zero emissions zones around cities and ambitious zero emissions targets for the UK, this increase is a concern and highlights the need for greater consumer education and investment in charging infrastructure as well as clarity from government on future EV taxes..

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 rental options and vehicle choices means it has an EV to suit every journey, and a detailed handover helps drivers take to the road happy and confident.

“In our experience, when a customer drives an EV for the first time they find most of their previous concerns are quickly alleviated – most concerns stem from simple lack of first-hand experience,” added Tom Middleditch. “We believe drivers need more information and real-world experience of what it is like to own and drive an electric vehicle, and that is where Europcar is playing a key role – both with accessible vehicle rental and our EV Guide and Knowledge Hub.”

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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## Contacts

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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](http://www.europcar-mobility-group.com)