

London, 4th August 2026

Businesses seek certainty over charging and total cost of ownership for sustainable fleets

Cost concerns rise in parallel with eVED confirmation

Concern around the cost of purchasing and running an electric fleet remains a major stumbling block for businesses, according to the latest electric vehicle (EV) barometer from Europcar Mobility Group UK. In Q4 2025, 36.7% of businesses were held back from switching to electric vehicles due to cost uncertainty. The figure rose to 41% in Q1 2026 and stayed almost as high in Q2, averaging at 40% for the three months. Notably, in June 2026 as the new eVED plan was confirmed by government, the percentage of responses concerned about cost rose to 44.2% - the highest so far this year.

Key findings

- Cost remained the biggest overall barrier in Q2 2026, at **40.0%**, jumping from **37.6%** in April to **38.1%** in May to **44.2%** in June
- Charging infrastructure concerns rose from **29.5%** in Q1 to **31.6%** in Q2
- Resistance from employers or employees continued to fall, from **10.8% to 10.2%**, indicating the problem is increasingly practical rather than cultural.

“While average cost concerns were marginally lower than in Quarter 1, they rose sharply towards the end of Quarter 2, with June seeing the highest level recorded so far in 2026,” commented Tom Middleditch, Head of B2B Marketing and Sustainability spokesperson at Europcar. “The announcement that EVs will incur pay-per-mile eVED, from 2028, could have influenced the increased concern of cost. With volatile fuel prices pushing up the cost of driving petrol and diesel vehicles, it will be interesting to see whether this sentiment remains in the coming months.”

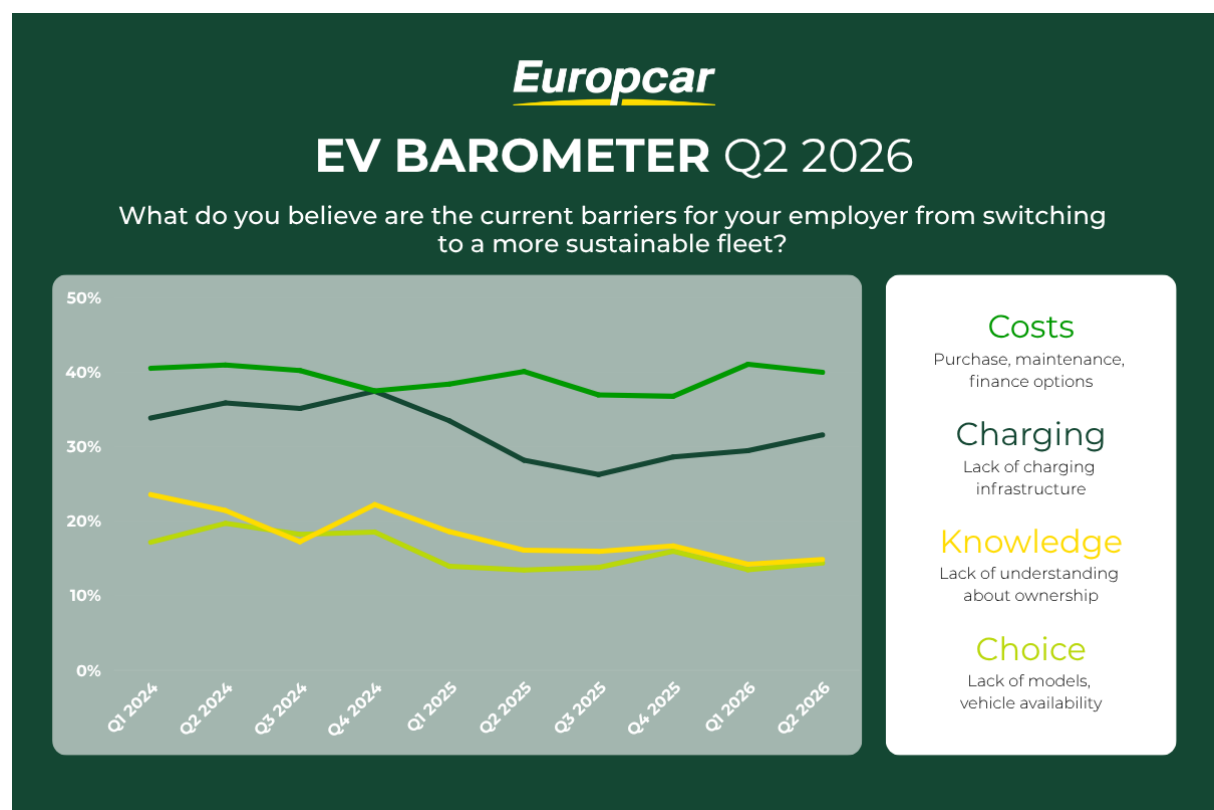
After peaking at 37.4% in Q4 2024, concerns around charging infrastructure fell to 26.2% in Q3 2025 but this has been steadily increasing in the past year despite substantial growth of the charger network. Government [EV charger data](#) shows the number of devices increased by 27% from July 2025 to July 2026, now totalling more than 121,000 units across the UK. Yet Q2 2026 saw charging concern hold back 31.6% of fleets.

Tom Middleditch continued: “With so much uncertainty for businesses, fleet managers under pressure to reduce both emissions and costs need absolute certainty over total cost of ownership. But they also need visible, dependable charging provision so that their business

drivers can stay on the road, not sitting in a carpark waiting for a charger to become available.

“Business drivers renting electric vehicles from Europcar have been pleasantly surprised by how easily electric cars and vans have fitted into their day-to-day operations. They find many of their preconceptions and concerns are unfounded or out of date, with newer EVs and the charging infrastructure up to the task.”

Europcar’s growing range of rental options and vehicle choices means there is an EV to suit every business 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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