

London, 17th July 2025

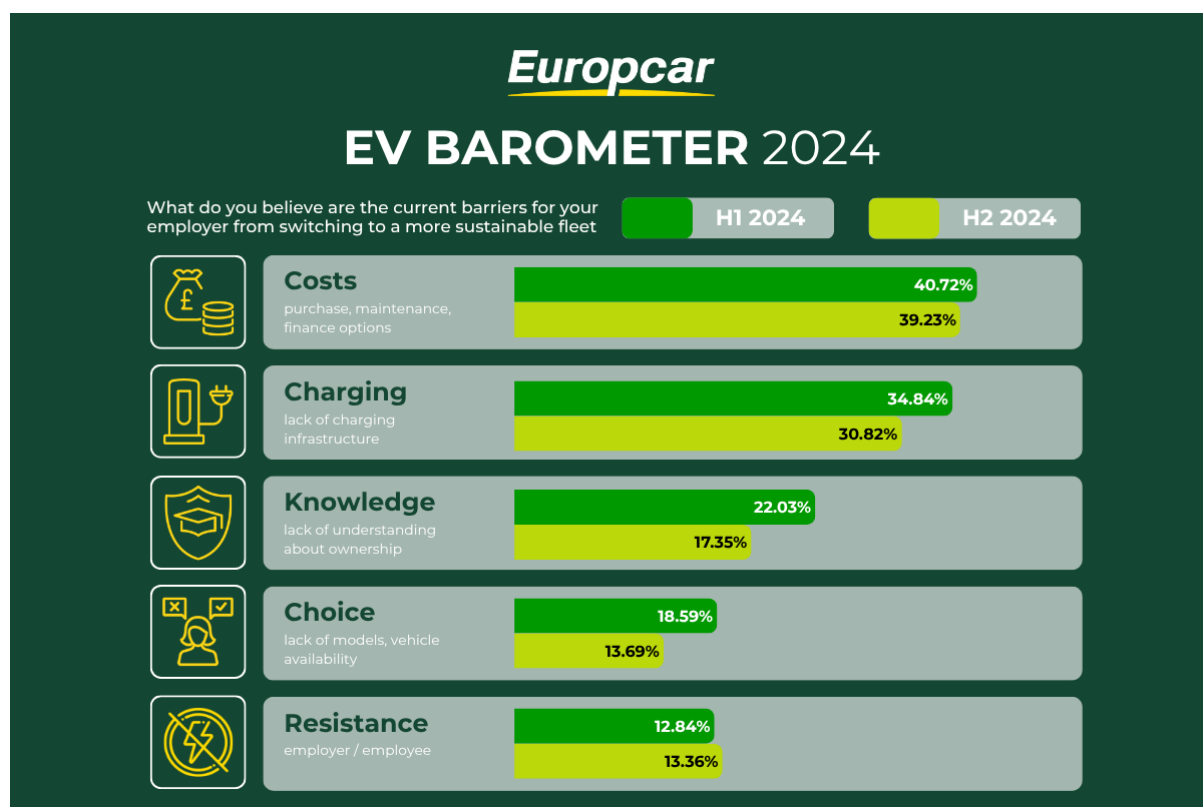
Barriers to going electric begin to fall away for businesses

Sentiment survey for H1 2025 shows hint of progress in EV acceptance amongst businesses

The latest analysis of the monthly electric vehicle (EV) barometer from Europcar Mobility Group UK has shown fewer barriers stand between businesses and zero emissions fleets. Of all potential barriers stopping businesses from switching to a more sustainable fleet, only employer/employee resistance has become more of an issue between H1 2024 and H1 2025, rising slightly from 12.8% to 13.4%.

In H1 2024, an average of 12% of businesses said none of these issues held them back from going electric, a figure which rose encouragingly to 21% by H1 2025.

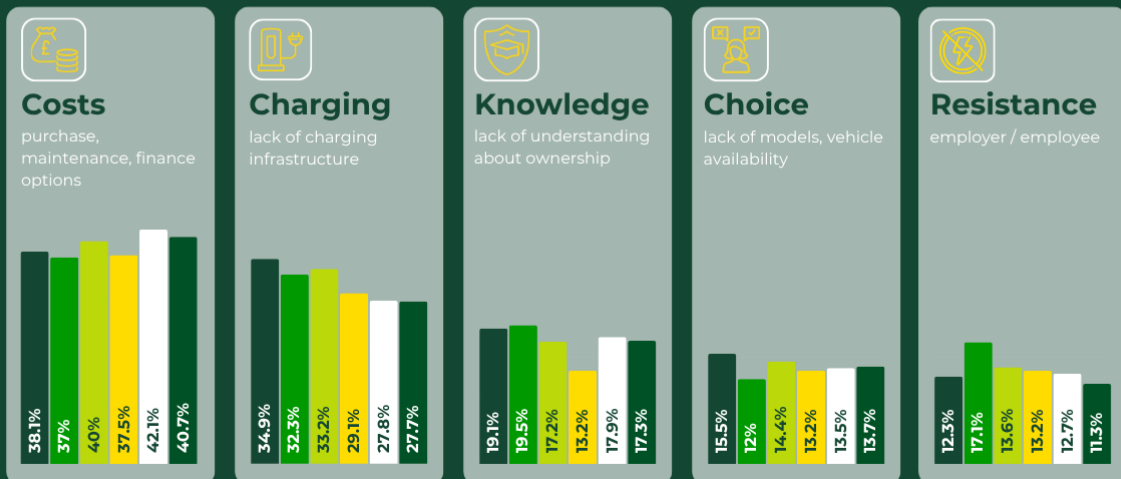
All other barriers have seen slight drops, with concerns around charging infrastructure being a barrier for 31% of businesses in H1 2025, compared to 40% in H1 2024. Similarly, choice of models fell from 19% to 14%; lack of knowledge fell from 22% to 17% and concerns about charging infrastructure dropped from 35% to 31%.





EV BAROMETER H1 2025

What do you believe are the current barriers for your employer from switching to a more sustainable fleet



“It is always encouraging to see sentiment moving in the right direction amongst business drivers, but the shift is marginal,” commented Tom Middleditch, Head of Electric Mobility and Sustainability spokesperson at Europcar. “There is still a long way to go before businesses will feel confident to make the switch to EVs. More government support will be vital for getting businesses and employers on side in the coming years as we approach the end of the line for new petrol and diesel vehicles.

“The UK's Zero Emission Vehicle (ZEV) Mandate is pushing manufacturers to increase the proportion of electric vehicles they produce within the next few years, which should help further reduce the vehicle availability barrier. That could be why our latest barometer shows such promising results, so it will be interesting to see if the impact can be seen more clearly later in the year. However, the ZEV Mandate changes could mean there is less urgency for fleets to make the switch as they have more time. Further hindering the switch is the need for reassurance that driving electric will not impact business productivity – drivers and businesses need to know suitable chargers are available where and when they need them and need to have their questions answered on the practicalities of zero emissions driving for work.

“Europcar has made a significant commitment to electric motoring in the last two years and, despite the lack of government support, we have no intention of taking our foot off the pedal.”

Europcar is committed to helping businesses and employees experience EV driving in the real world without the high up-front cost of purchase. And, to help businesses and drivers 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 will 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 charging maps through the EV Guide to ensure finding a suitable charger is quick, easy and convenient.

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Contacts

Press Relations

Wendy Harrison/Cecile Stearn/Clare Watson:

europcarmobilitygroupUK_PR@harrisonsadler.com

020 8977 9132

Notes to Editors

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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.

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