

## CONFIDENCE IN ELECTRIC MOTORING AMONGST PRIVATE MOTORISTS GROWS - BUT BARRIERS TO SWITCHING REMAIN

### Costs and lack of choice still factors for would-be zero emissions drivers

The latest research from the Europcar Mobility Group UK electric vehicle (EV) barometer shows that cost of EVs remain a challenge for motorists – growing from Quarter 1 to Quarter 2. Lack of models and vehicle availability has also grown as a barrier to change.

Encouragingly, however, lack of charging is becoming less of a barrier. In Q1 2024, charging options held back almost half of drivers (49.6%) from switching to electric, dropping to 45.6% in Q2. Drivers also appear to be more confident in their EV knowledge, with lack of ownership understanding dropping by 5 points from Q1 to Q2.

## EUROPCAR EV BARRIERS BAROMETER - Q2 2024

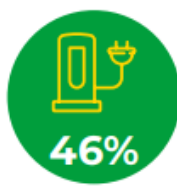


### Private Drivers

What are the current barriers stopping you from switching to an electric vehicle?



**Costs**  
Purchase, maintenance, finance options



**Charging**  
Lack of charging infrastructure



**Knowledge**  
Lack of understanding about ownership



**Choice**  
Lack of models, vehicle availability

“It appears from our data that drivers are becoming more confident in the growing network of vehicle charging points across the country,” commented Sarah Clarke, Consumer Marketing Manager at Europcar. “Significant investment is being made across the UK to boost the infrastructure, and that is likely to be accelerated under the new government, following its manifesto commitment to reinstate 2030 as the deadline for the ban on the sale of new diesel and petrol vehicles.

“It’s also encouraging to see that knowledge is growing. As EVs become more common, drivers find more of their friends and family are EV drivers. This helps boost confidence and understanding, and a personal recommendation is of course highly valuable when considering a change like switching to electric driving.

“At Europcar we are helping our customers experience EV driving in the real world with a range of rental options and vehicle choices. With a detailed handover and free resources on the Europcar EV Knowledge Hub to address queries and misconceptions around zero motoring, drivers take to the road happy and confident.”

To help drivers gain a better understanding of EV life, Europcar regularly updates its free digital EV Guide. 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 along the way. Importantly, the guide covers EV incentives available and details how to charge an EV, including explaining the different types of chargers. [\\_Knowledge Hub](#)



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## **Contacts**

### **Press Relations**

Wendy Harrison/Cecile Stearn:

[europcarmobilitygroupUK\\_PR@harrisonsadler.com](mailto:europcarmobilitygroupUK_PR@harrisonsadler.com)

020 8977 9132

## **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 250.000 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, Ubeeqo® – one of the European leaders of car-sharing (BtoB, BtoC) and Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning.

Customers' satisfaction is at the heart of the Group's ambition and that of our more than 8,000 employees, everywhere we deliver our mobility solutions, thanks to a strong network in over 130 countries (including 16 wholly owned subsidiaries completed by franchisees and alliance partners).

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