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Europcar sees fully electric rental grow 93% in 2025

Larger electric fleet and robust support for new EV drivers boosts zero-tailpipe emissions rentals and improves sentiment among sceptics

Rental data analysis from Europcar Mobility Group UK has demonstrated the success of the company's commitment to helping motorists switch to greener vehicles. Full battery electric vehicles accounted for nearly half a million rental days in 2025, an increase of 93% on the previous year.

Key insights:

- Europcar's EV fleet grew by 70% in 2025
- Electric vehicles now make up 15% of the Europcar fleet
- 86% of all EV rentals were for business drivers
- NPS scores for electric vehicles 10% higher than for ICE vehicles
- Of total EV demand, Standard EV was the most popular category (31%), followed by Compact EV (23%) and Compact SUV EV (18%)

"At Europcar we are on a mission to remove the barriers that hold motorists back from choosing environmentally friendly vehicles," commented Christian Øien, Managing Director of Europcar Mobility Group UK. "From creating dedicated self-help resources such as our EV Guide to providing detailed vehicle handovers for EV newbies, we are extremely proud of the progress we have already made and the positive impact it has had on customer confidence in electric driving. Not only have we seen a significant increase in EV rentals year-on-year; we have also achieved NPS scores for electric vehicles that are 10% higher than for petrol and diesel vehicles."

Aiming to provide motorists with a wide range of zero and low emissions vehicles to suit every journey, Europcar sustained its commitment to building its EV fleet in 2025 with the addition of a number of BEV and PHEV models. New vehicles available to private motorists and business drivers included the Polestar 4 and 2, Hyundai Kona and BYD Seal U. Europcar also launched price parity for business rental of electric vehicles, removing the cost barrier that has previously held back many fleets from switching to zero-emissions vehicles.

Another important step in Europcar's electrification commitment came with the partnership with [Octopus Electroverse](#), Europe's largest consumer EV public charging network. Customers hiring an electric car or van from Europcar can now access over one million public chargers across the UK and Europe through Octopus's award-winning charging app 'Electroverse'. Available via the [Europcar EV Guide](#), the digital hub supports EV renters and

makes it easy to find and start a charge, even for new EV drivers, and the route planning feature helps reduce range anxiety by showing available chargers at the most efficient points along a planned journey.

“Looking ahead, it’s already been an encouraging start with EV rentals in Q1 139% ahead of the same period last year,” added Christian Øien. “We are already well-positioned for another landmark year for EV adoption, but that has not tempered our ambition. We have more exciting plans in the pipeline to encourage even greater EV take-up and to remove more barriers and concerns about switching to electric mobility.”



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Contacts

Press Relations

Wendy Harrison/Cecile Stearn/Clare Watson:
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 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