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Rising Fuel Costs Impact 62% Of Business Travel

Europcar research highlights a gap between short-term cost pressures and long-term electrification

New research¹ from Europcar Mobility Group UK highlights the growing impact of rising fuel prices on business travel across the UK, while revealing a clear disconnect between short-term cost pressures and longer-term fleet electrification.

The research found that 62% of motorists who drive for business said rising fuel costs have affected their business travel or driving habits, with 16% reporting a significant impact. However, the majority reported that their company has not yet implemented a formal review of business travel in response to the fuel crisis. Less than 1 in 5 (18%) said that business travel had been reduced as a direct result.

Despite the cost pressures facing businesses, it appears that the current challenges are not translating to electric vehicle adoption. Only just under a third (30%) believe higher fuel prices will accelerate their company's transition to electric vehicles (EVs).

"Fuel costs are clearly having an impact on how businesses operate, but our research shows that this alone doesn't appear to be enough to drive a meaningful shift to electric vehicles," commented Tom Middleditch, Head of B2B Marketing and Sustainability spokesperson at Europcar Mobility Group UK. "Many organisations are understandably focused on managing short-term costs. However, reducing travel is not a long-term solution. What's needed is a more flexible and accessible route to electrification that removes the barriers associated with upfront investment and operational uncertainty."

With organisations balancing cost pressures against sustainability targets, there is clearly a need for more agile, lower-risk routes into EV adoption. Rental provides an immediate and scalable way for businesses to experience the benefits of electric mobility, helping them make informed decisions while continuing to meet operational demands.

"Flexible vehicle rental enables businesses to begin electrifying their fleets without committing to large-scale capital investment," added Tom Middleditch. "Businesses need to rethink their approach to fleet transition by embracing flexibility. That approach will also allow them to respond to rising fuel costs today while preparing for a lower-emission future."

Ends

¹ Research conducted on Vypr amongst 182 motorists who drive for business, April 2026



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Notes to Editors

About Europcar Mobility Group

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“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