London, 9th November 2026

Attitudes towards electric motoring amongst business drivers haven't shifted much in 2026

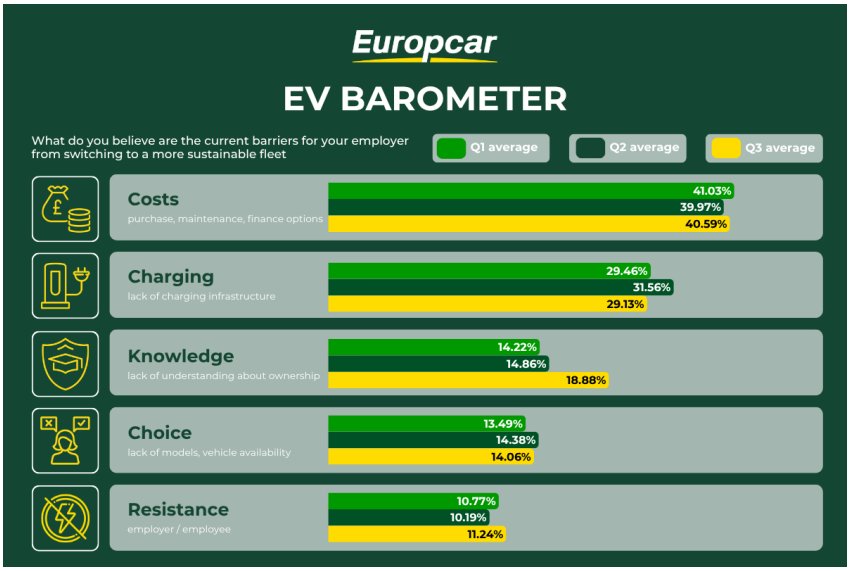
Despite EV sales growing the Europcar Electric Vehicle Barometer suggests fleet managers still need to win the hearts and minds of business drivers

The latest data from the Europcar Electric Vehicle Barometer[1] underlines a continuing challenge for fleet managers. The sentiment amongst business drivers regarding cost and charging infrastructure has barely changed across the year. However, more concerning for businesses is an uptick in a lack of understanding about electric vehicle ownership and employee/employer resistance to EV adoption.

Key findings

- In Q3 2026, 40.59% of respondents cited purchase, maintenance and finance costs as a barrier to their business going electric, marginally down from the start of the year at 41.03%
- Business drivers believe charging concerns held back 29.13% of businesses from making the switch to EV in Q3, compared to 29.46% in Q1
- Lack of understanding about EV ownership rose more sharply, from 14.9% in Q2 to 18.9% in Q3
- Employee resistance rose from 10.77% in Q1 to 11.24% in Q3

[1] 250 business drivers through Vypr research tool



“It's sobering to see that, despite the undoubted rise in the profile of electric vehicles over this year – in advertising and on the roads – business drivers believe concerns around cost and charging infrastructure remain the major barriers for EV adoption,” commented Tom Middleditch, Head of B2B Marketing and Sustainability spokesperson at Europcar. “And it seems that a lack of EV knowledge is still hampering eco-ambitions.

"As businesses work towards meeting emissions targets, they need to give employees first-hand experience of using electric cars and vans for work, to see how and where they can fit into daily operations.”

To help motorists and businesses 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. Importantly, the guide covers how to charge an EV and explains the different types of chargers.

Customers renting an electric car or van gain access to the full suite of Octopus Electroverse features, including a real-time charger map with availability, speed and cost details as well as route planning functionality based on range and chargers along the route.

“With employee and employer uncertainty and lack of knowledge, as well as the financial investment required to purchase or lease electric vehicles, businesses are understandably hesitant," added Tom Middleditch. "Flexible rental of electric cars and vans allows businesses and drivers to experience vehicles in real working conditions without making longer-term fleet commitments. And in our experience, when drivers get behind the wheel of an EV, they quickly find it easier, more enjoyable and more practical than they previously expected.

"First-hand, real-world knowledge is invaluable, and we are continually adding electric vehicles to our fleet to meet the needs of every business journey."

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Notes to Editors

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