

London, 9th October 2025

## **Europcar EV Assist makes it easier for first-timers renting electric** **New smartphone tool puts expert EV guidance in drivers' pockets**

Nearly half of UK drivers avoid renting electric cars due to charging worries, according to Europcar's latest EV barometer<sup>1</sup>. The study found that 44% are put off by concerns around charging, while a further 20% say they simply don't know enough about how EVs work.

Now, Europcar has launched [EV Assist](#) – a free smartphone tool designed to turn nervous first-timers into confident electric drivers. The journey from uncertainty to confidence is at the heart of the new service, which provides instant support for any EV enquiry during a rental.

Accessed by scanning a QR code on the rental key fob, EV Assist puts a host of knowledge at a motorist's fingertips. This includes checking the driving range of the vehicle being rented, tips on how to get the most out of the battery, and step-by-step guidance on how to charge. It also provides direct links to support for breakdowns, accidents, or any rental queries, giving drivers peace of mind throughout their journey.

"EV Assist goes to the heart of the fear, uncertainty and doubt that many motorists experience the first time they rent electric," explained Sarah Clarke, Senior Consumer Marketing Manager, Europcar Mobility Group UK. "With many EV renters opting for the drivetrain for the first time, we wanted to take the support we provide one step further."

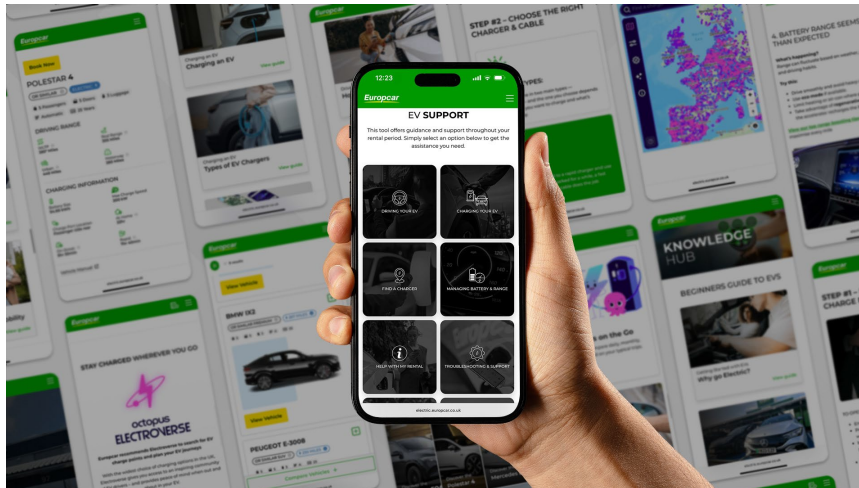
Renters will also be connected to Octopus Electroverse through EV Assist for all their on-the-go charging needs. The integration provides real-time information on charger availability, speeds and costs. With route planning for every type of journey and simple payment via the Electroverse app, renters can access one of the largest EV charging networks in the world without juggling multiple cards or cluttering their phone with countless apps. Customers who want to sign up can click [Octopus Electroverse](#).

EV Assist builds on Europcar's [Digital EV Guide](#), which launched in 2023 and has helped thousands of drivers understand electric motoring through its [Knowledge Hub](#) and [EV Showroom](#), which showcases rental vehicles with real-world range figures and charging times so customers can ensure they pick the most appropriate EV for their needs.

"Electric mobility isn't just about the vehicles – it's about removing every barrier to adoption," added Sarah Clarke. "EV Assist demonstrates our leadership by anticipating what support customers need and delivering solutions that make electric driving accessible and enjoyable for everyone."

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<sup>1</sup> Europcar Attitudes towards EVs barometer January to June 2025 results



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## **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](http://www.europcar-mobility-group.com)