

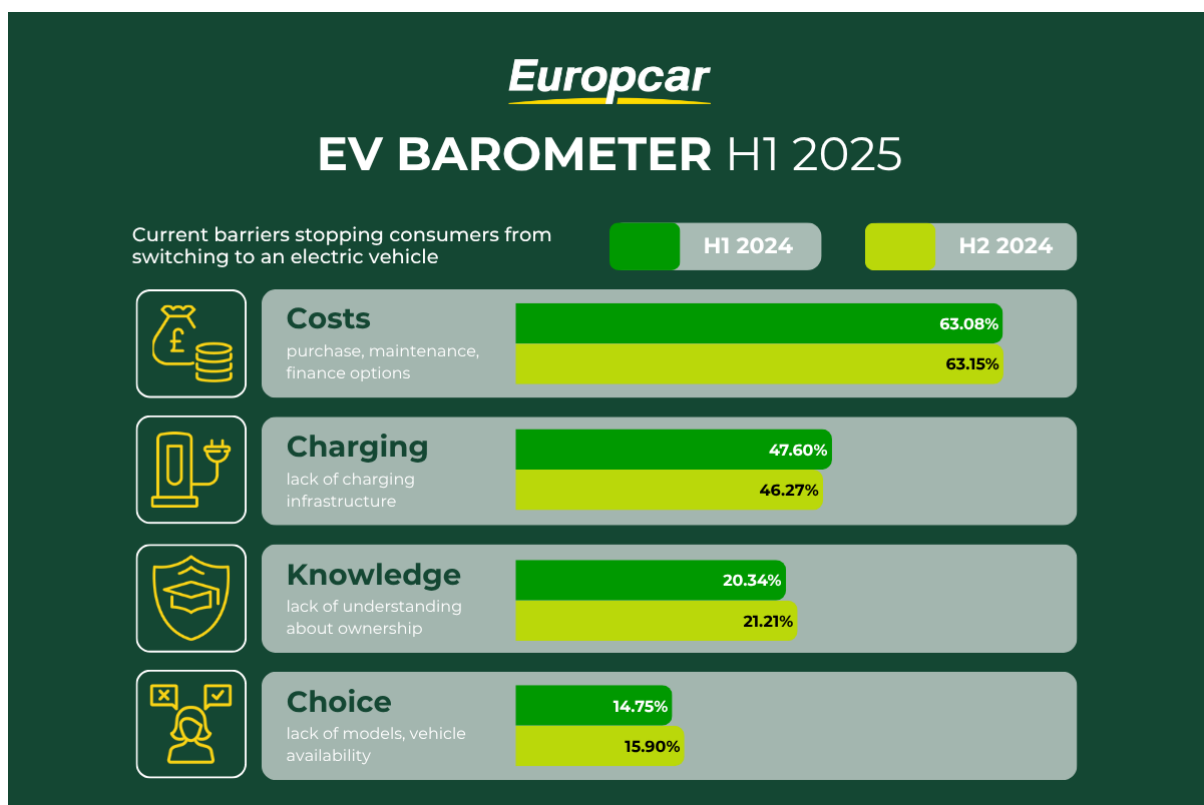
London, 17<sup>th</sup> July 2025

## Little improvement seen in EV barriers in first half of 2025

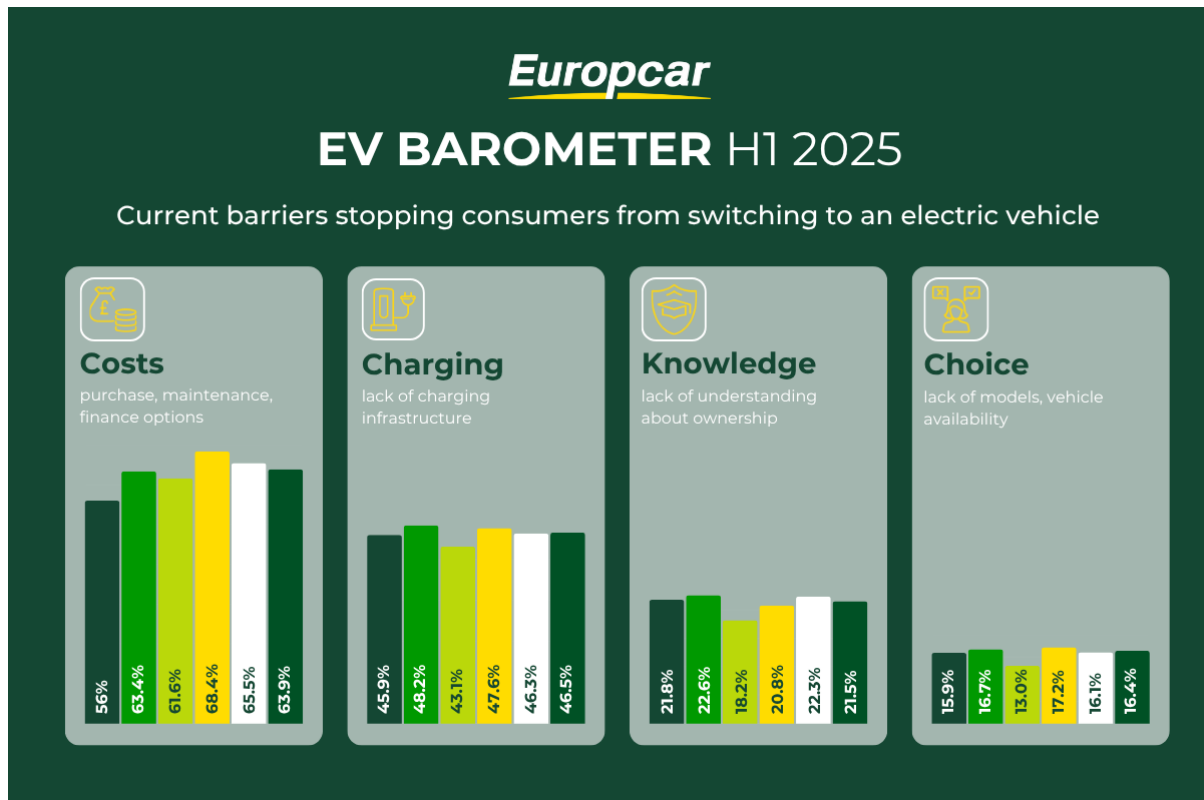
### More charging infrastructure is smoothing the way for increased adoption, but road bumps in availability, knowledge and costs remain

Analysis of the monthly Europcar Mobility Group UK electric vehicle (EV) barometer for the first half of 2025 has revealed that, compared to the same period in 2024, the cost of purchasing and maintaining an EV is still a concern amongst private motorists. In H1 2024, 63% of drivers said they were held back from switching to an electric vehicle by the costs of EV ownership. The figure has remained static in H1 2025.

Model choice and availability as well as lack of knowledge both became slightly more of a barrier for drivers in 2025, rising from 15% to 16%, and 20% to 21%, respectively. There has, however, been a slight reduction in how much the charging infrastructure is holding drivers back from switching; falling from 48% in H1 2024 to 46% in H1 2025.



Looking at how the figures have changed so far in 2025 reveals little change in vehicle choice, knowledge and charging infrastructure, while cost has crept up. In January 2025 cost was a barrier for 56% of drivers, rising to 64% in June, however, the peak was seen in April, when 68% were held back by purchase and ownership costs.



“The purchase price of EVs has been steadily falling more in line with that of petrol and diesel alternatives, potentially removing a significant barrier for many would-be EV drivers,” commented Sarah Clarke, Consumer Marketing Manager at Europcar. “It could be that this is why our latest barometer shows consecutive falls in costs being a barrier from April onwards, so it will be interesting to see if this improvement is seen in future barometers.

“The UK's Zero Emission Vehicle (ZEV) Mandate is pushing manufacturers to increase the proportion of electric vehicles they produce within the next few years, which should help remove the vehicle availability barrier in the longer term. However, there is still a long way to go with charging infrastructure and vehicle options - the recent news of a £63m investment in infrastructure should help tackle these issues. We believe drivers also need more information and first-hand experience of the reality of owning and driving an electric vehicle which is where Europcar is playing a key role - both with accessible vehicle rental and our EV Guide and Knowledge Hub.”

Europcar is committed to helping customers experience EV driving in the real world without the high up-front cost of purchase. The growing range of rental options and vehicle choices

means Europcar has an EV to suit every journey, and a detailed handover helps drivers take to the road happy and confident.

To help motorists 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. It also explains how switching to an EV will help reduce emissions. Importantly, the guide covers EV incentives available and details how to charge an EV, including explaining the different types of chargers. Europcar customers hiring an EV also gain access to charging maps through the EV Guide to ensure finding a suitable charger is quick, easy and convenient.

End

## **Contacts**

### **Press Relations**

Wendy Harrison/Cecile Stearn/Clare Watson:  
[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 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).

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