



London, 9th January 2023

68% of Londoners want a 'try before you buy' EV experience

Europcar insight reveals motorists want a taste of the electric vehicle lifestyle before they commit

As sustainable travel grows in popularity, research commissioned by Europcar has found that nearly 7 in 10¹ people in London would like to try out electric motoring before making a long-term financial commitment. Those with children still living at home were the biggest group saying they wanted a 'try before you buy' experience before making the switch at 78%.

It is predicted that by 2050² nearly 70% of the world's population will be living in towns and cities. Creating easy access to electric motoring to reduce reliance on fossil fuels is therefore essential. With London named by ICAS³ the sixth most sustainable city in the world, and best performing UK city, there is clearly an appetite amongst the Capital's businesses and residents to transition to greener travel. The challenge is how motorists can gain real-world experiences to understand how they will need to adapt to electrified motoring.

In response, Europcar has added the Tesla Model 3 to its fleet, giving local residents and businesses as well as visitors to London easy access to electric vehicle rental. Ideal to help motorists avoid London's Ultra Low Emission Zone (ULEZ) charges the Tesla Model 3 is available from Europcar's Kings Cross and Heathrow locations with charging on the Tesla Supercharging network inclusive with short term hires of 1-27 days.

Customers are provided detailed vehicle handover and provision of supporting [customer information](#) for a seamless commitment-free electric motoring experience.

Mark Newberry, Europcar Mobility Group UK Commercial Director and Sustainability spokesperson commented: "It is going to take time for motorists to transition to electric vehicles, especially when you look at current availability and cost. Providing drivers with a real-world experience, Europcar has now added several electric and hybrid models to our fleet, with the Tesla Model 3 being the latest addition.

“We believe this new offer will really appeal to those who want to try out electric motoring or want access to greener travel but are not in a position to purchase an EV yet.”



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About Europcar Mobility Group

Europcar Mobility Group is a major player in mobility markets. Relying on its long-term purpose - to offer attractive alternatives to vehicle ownership, in a responsible and sustainable manner, its ambition is to become a leader in sustainable mobility driven by technology, data and people in the years to come.

With this in mind, the Group offers a wide range of car and van rental services – be it for a few hours, a few days, a week, a month or more – with a fleet equipped with the latest engines, and which will be increasingly "green" by the end of 2024 and onwards.

Customers' satisfaction is at the heart of the Group's ambition and that of its employees. It also fuels the ongoing development of new offerings in the Group's three business lines - Professional, Leisure and Proximity - which respond to the specific needs and use cases of both businesses and individuals.

The Group's 4 major brands are: Europcar® - the European leader of car rental and light commercial vehicle rental, Goldcar® - the lowcost car rental Leader in Europe, InterRent® – 'mid-tier' car rental and Ubeeqo® – one of the European leaders of roundtrip car-sharing (BtoB, BtoC).

Europcar Mobility Group delivers its mobility solutions worldwide through an extensive network in over 140 countries (including wholly owned subsidiaries – 18 in Europe, 1 in the USA, 2 in Australia and New Zealand – completed by franchises and partners).

Further details on our website: www.europcar-mobility-group.com

¹ 500 Motorists Surveyed by Vypr conducted in December 2022

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[https://ourworldindata.org/urbanization#:~:text=By%202050%2C%20global%20population%20is,rural%20settings%20\(3.1%20billion\).](https://ourworldindata.org/urbanization#:~:text=By%202050%2C%20global%20population%20is,rural%20settings%20(3.1%20billion).)

³

<https://www.icas.com/news/finance-plus-sustainability-most-sustainable-cities>