



London, 20<sup>th</sup> March 2023

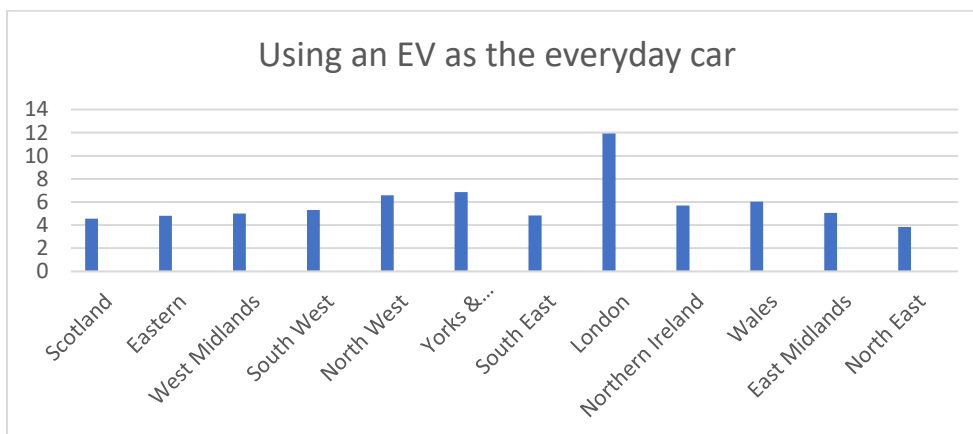
## EUROPCAR HELPS DRIVERS IN BRISTOL CATCH UP IN THE EV MOTORING RACE WITH ADDITION OF TESLA MODEL 3

New data from Europcar has found that motorists in the South West are currently lagging behind in the EV motoring race. In a new survey<sup>1</sup>, just 5.3% of drivers in the South West said they use an electric vehicle (EV) as their everyday car, while 3.2% commute in an EV and 2.3% have used one for holidays in the UK.

London motorists are leading the charge with more than 1 in 10 using an EV as their everyday car.

“The lack of EV driving experience could be holding drivers back from making a full-time switch to more sustainable vehicles,” commented Mark Newberry, Europcar Mobility Group UK Commercial Director and Sustainability spokesperson.

“Many people have concerns about EV range and charging infrastructure, making them nervous of buying a fully electric car. We believe that the opportunity to rent an EV, to ‘try before they buy’, can help ease those fears and show drivers that electric cars can be a practical option.”



With clean air, ultra low and zero emission zones gradually being introduced to improve air quality across the UK, the pressure is on to ensure motorists understand how to adapt to electric motoring. Responding to this need, Europcar has introduced the Tesla Model 3 to its fleet, available for rentals from 1 day up to 3 months from locations around the UK including the Bristol Airport branch.

<sup>1</sup> Survey of 6,108 motorists conducted by Vypr, February 2023

The UN World Urbanization Prospects estimates that 70% of the world's population will be living in towns and cities by 2050, compared with around 55% today<sup>2</sup>. With poor air quality already hitting the headlines for all the wrong reasons, creating easy access to electric motoring to reduce reliance on fossil fuels is therefore increasingly urgent.

Mark Newberry continued: "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. Customers are provided with a comprehensive vehicle handover and detailed information on the vehicle for a seamless commitment-free electric motoring experience. We believe this new offer will really appeal to those who want to try out electric motoring or access 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.

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<sup>2</sup> UN World Urbanization Prospects: <https://ourworldindata.org/urbanization#what-share-of-people-will-live-in-urban-areas-in-the-future>

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 low cost 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](http://www.europcar-mobility-group.com)