



London, 9th May 2023

## **UK BUSINESSES SWITCH SUSTAINABILITY FROM BUZZWORD TO BUSINESS BENEFIT**

**Europcar study reveals over a quarter of private sector businesses are increasing the number of electric vehicles on fleet**

A new report released by Europcar Mobility Group UK - [Switching sustainability from buzzword to business benefit](#) - underlines the critical role UK business is playing in supporting the government's ambitious net zero strategy.

The study of 300 fleet and business travel decision makers<sup>1</sup> found that nearly a third (29%) aim to increase the use of alternative mobility solutions such as cycling and walking. This was closely followed by increasing the number of electric vehicles on fleet (28%) and an overall reduction in business travel (26%).

More than half of workplaces also already provide charging facilities and 52% contribute to the cost of at-home charging for their employees. 50% also provide EV drivers with company charging cards for charging in other locations.

"It is encouraging to see so many positive changes planned by businesses", explained Mark Newberry, Europcar Mobility Group UK Commercial Director and Sustainability spokesperson.

"However, our clients often say that employees resist moving to EV because they believe it will impact their productivity and potentially even their earnings. This highlights a need for much more education and greater understanding around what is fit for purpose for drivers for the majority of time."

Europcar is working with many organisations, supporting their sustainability journeys. Operating one of the youngest rental fleets in the market which features the latest automotive technology and is regularly serviced and maintained, Europcar enables motorists and businesses to access vehicles that are less polluting and more efficient than many vehicles on UK roads.

Flexible vehicle usage – from Corporate Car Sharing accessible from a company's car park to daily, weekly, monthly or several years – also helps motorists and businesses reduce emissions. Plus, for many organisations now in a transition period learning how EV works for their operations, Europcar solutions help them understand the impact of low and zero emissions mobility in a practical, accessible and cost-efficient way.

"The message from our research is the private sector understands loud and clear that sustainability is not a buzzword, it is a business benefit", added Mark Newberry.

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<sup>1</sup> Survey of 300 fleet and business travel decision makers conducted February 2023 by Censuwide

“Fleet managers and business owners are looking closely at their operational behaviours and making considered changes that help cut costs and improve efficiency as well as reduce their impact on the environment. And Europcar has a range of solutions and experts to help these organisations on their sustainability journey.”

For a copy of the report - **Switching sustainability from buzzword to business benefit** – click [here](#).



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## About Europcar Mobility Group

Europcar Mobility Group is the European N°1 in vehicle rental, with the ambition to become a leader in dedicated, sustainable mobility services in the years to come. 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, on-demand or on subscription, for businesses and individuals, relying on a fleet equipped with the latest engines including more and more "green" vehicles (EVs, PHEVs). It operates distinctive brands, responding to differentiated needs, use cases and expectations in terms of level of service: Europcar® - the European leader of car rental and light commercial vehicle rental, Goldcar® - the lowest cost leader in Europe, and Ubeeqo® – one of the European leaders of roundtrip car-sharing (BtoB, BtoC). Customers' satisfaction is at the heart of the Group's ambition and that of its more than 8,000

employees, everywhere Europcar Mobility Group delivers its mobility solutions, thanks to a strong network in 140 countries (including 16 wholly owned subsidiaries completed by franchisees and alliance partners).