



London, 30th October 2023

## **DRIVERS TORN BETWEEN ECO-CONSCIENCE AND AFFORDABILITY OF EVs**

### **New Europcar research finds high upfront cost holds back over half of drivers from EV ownership**

A recent consumer study<sup>1</sup> from Europcar Mobility Group UK has highlighted some of the eco versus cost dilemmas motorists face.

#### **Key findings**

- Four in ten drivers (39%) believe the cost of electric vehicles (EVs) is justified by the environmental benefits, but they cannot afford an EV
- 44% said the environmental benefits, followed by lower running costs (30%) are the main appeal of driving electric
- 54% of drivers said cost was the main reason they had not yet switched to an EV
- 4 in 10 (38%) stated they were reluctant to buy an electric vehicle without having completed a test drive of several weeks

The survey shed light on the complex relationship between consumer interest in electric cars and the economic challenges many people face when purchasing an EV. It is a challenge that Europcar is aiming to solve with rental solutions that give motorists the chance to experience electric motoring without having to make any long-term commitment.

TV presenter Amanda Lamb recently used a rental car supplied by Europcar to try out electric. She had never driven an EV before. A Europcar EV expert provided the usual detailed hand-over to introduce her to the Mercedes EQA electric vehicle when it was delivered. Amanda said of her experience: "I've always been a creature of habit for years driving similar size, similar makes of car and always using petrol in my travel presenter career. Driving an EV was pleasantly refreshing and has definitely opened up my eyes to the benefits as well as the superior comfort!"

According to the Europcar research there is a growing environmental consciousness among consumers, with an eagerness to embrace sustainable transportation options. However, the research also found that nearly a third (31%) currently say nothing about driving electric appeals to them, showing that there is still some way to go in driver education regarding the benefits and ease of EV driving.

"Despite the growing popularity of EVs, our research shows they are still out of reach for more than half of new and used car buyers," commented Mark Newberry, Sustainability

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<sup>1</sup> Research of 2,000 motorists conducted via OnePoll, September 2023

spokesperson at Europcar Mobility Group UK. “However, increased interest in EVs reflects the broader trend towards eco-friendly choices which is a promising sign for reducing carbon emissions and mitigating the environmental impact of personal transportation. As the world grapples with the urgency of climate change, the early EV adopters see electric cars as a tangible way to contribute to a cleaner and more sustainable future for our planet. Now the challenge is to get more people on board.”

Understandably for such a significant outlay, 2 in 3 considering purchasing an EV would appreciate the chance for a long test drive of between one day and two weeks. This would go a long way to put to rest the many unknowns of EV ownership, such as cost and time of charging, range, cost of maintenance and the driving experience itself.

“When buying privately it is unlikely a motorist will be able to test out a car for more than a few minutes,” continued Mark Newberry. “This is where rental can fill a gap, allowing drivers to try out a variety of electric vehicles before deciding whether to invest and make a purchase. Drivers who are looking at EV ownership can hire an electric vehicle for a single day, a month or anything in between. Just as Amanda Lamb found, EV rental provides the unique opportunity to gain real-world experience of EV ownership, and the confidence to make a longer-term investment.”

Europcar offers a range of electric vehicles for rental at different price points, all available for delivery or collection from over 100 locations across the UK.



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## **Notes to Editors**

### **About Europcar Mobility Group**

Europcar Mobility Group is a global mobility services provider with a leading position in Europe. In the coming years, the Group's ambition is to become a leader in sustainable mobility services, driven by data, technology and people.

Europcar Mobility Group offers 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 250.000 vehicles, equipped with the latest engines including more and more electric vehicles.

Its 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, Buchbinder®, one of the most important players in car and light commercial vehicle rental in Germany, and Ubeeqo® – one of the European leaders of 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).

More information: [www.europcar-mobility-group.com](http://www.europcar-mobility-group.com)