

# SUSTAINABLE EVOLUTION

The Europcar Sustainability  
Report 2025



# CONTENTS

**Foreword** – page 3

**Chapter 1:** The Big Picture – page 4

**Chapter 2:** Plugged in – page 6

**Chapter 3:** The Europcar story - page 10

**Chapter 4:** Europcar electric services – page 20

**The EV partner of choice** – page 22

# FOREWORD

**The decarbonisation of the van sector is some years behind the car sector, but arguably even more important. The number of vans in the UK market tipped over 5 million in 2024, accounting for over 12% of vehicles on the road. And vans have a disproportionate CO2 emissions impact, being around 16% across the UK and higher in our towns and cities.**

This is recognised in the zero emission vehicle (ZEV) mandate. The target is for 16% of all new sales in 2025 to be zero emission vehicles, primarily electric and possibly a small smattering of hydrogen as these vehicles are tested for the first time. And with some 80,000 e-vans now on the road, plenty of people have already gained first-hand experience. However, there are still many more that need to discover electric commercial vehicle motoring by getting their bums on a seat! Indeed, trying out an e-van is by far the best way to understand the technology and the use cases.

There are also a number of tangible and experiential incentives for moving to electric vans, not least, reduced congestion zone costs. Up to £14,000 is available to businesses to provide chargers for depots or workers homes and 0% benefit-in-kind tax if the driver has private use. Plus, the driving experience is easier, quieter, smoother and in theory safer, with less distractions and a high level of ADAS (advance driver assistance systems) fitted as standard.

There are a wide variety of benefits to driving electric; there are also a number of challenges and the best way to understand these is to test e-vans in a real-world working environment. Being able to do this with manufacturers and dealers is often challenging, however, rental provides a fantastic 'no risk' opportunity, taking a vehicle for a limited period to learn from the experience. Rental also supports fleets through seasonal and temporary demand.

As co-authors of the BVRLA Zero Emission Van Plan, The EV Café is committed to helping businesses gain knowledge and experience about electric motoring and working with Europcar in this respect is priceless.

This report highlights the work Europcar has done in the last year to support businesses as they make the transition to electric, with significant investment in delivering knowledge and insight as well as removing a critical cost barrier with its EV/ICE price parity.

Helping make the change from ICE to electric, through a mind-shift in terms of ownership and driving behaviour is Europcar's central focus and it is ready to answer the questions businesses have, as well as provide the vehicles to test and learn in the real world so that making the switch can be done without the burden of long term commitments.



**Paul Kirby**  
*Commercial Director*  
**The EV Café**



## CHAPTER 1

# THE BIG PICTURE

### Electric van market share

In 2024, the EV landscape continued to evolve. Provision broadened, take-up increased, charging infrastructure expanded and attitudes to going electric steadily improved. There remains a long and winding road ahead, but visible progress has been made.

For the van market in particular, SMMT<sup>1</sup> data showed the parc continued to decarbonise in 2024. However, while new BEV registration volumes rose by 3.3% to 22,155 units, the share of the overall market was 6.3% – the same as in 2023. Significant manufacturer investment also meant there were more than 30 different zero emission van models to choose from in 2024 - more than half (52.4%) of all new models available, with an EV for every business need.



# BIG BRANDS ARE MAKING THE E-VAN LEAP

Probably unsurprisingly, the larger volume of electric van orders so far can be attributed to the big brands in the delivery, logistics and utilities space, who want to show their customers they're 'doing the right thing'. For example, Royal Mail has been a flag-bearer for electric van adoption as well as making significant investment in charging infrastructure. Other brands that are walking the talk include BT Group, Amazon and G. Network.

For small and medium sized enterprises, there needs to be more understanding of the benefits of the Plug-in Van Grant<sup>2</sup> which can provide up to £2,500 for small vans up to 2.5 tonnes and up to £5,000 for larger vans up to 4.25 tonnes.

## UK FLEET MANAGERS SET THE BAR HIGH

2024 research<sup>9</sup> among fleet managers in the UK and Europe found that UK fleet professionals are setting the bar high when it comes to expected adoption of electric cars and vans over the next 3 years.

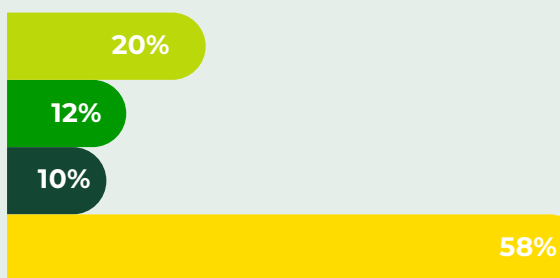
In 3 years, UK fleet managers expect 40% of companies' fleets to be fully electric whereas only 20% of European fleet managers said the same

### Expected Fleet Share Per Energy

#### UK Fleet Mix Forecast



#### European Fleet Mix Forecast



## CHAPTER 2

# PLUGGED IN

Despite the headlines suggesting charging infrastructure remains a barrier to drivers going electric, the latest Zapmap statistics<sup>3</sup> show a 37% increase in charging devices installed in the 12 months to December 2024.

Government grants<sup>4</sup> are helping to accelerate the growth of UK charging infrastructure.

### The van charging challenge

However, despite the advances that have been made to charging infrastructure as a whole, for the van user there are still some considerable limitations. Public EV charging often has bays that are not large enough to accommodate the size, length and manoeuvring needs of vans. And for those businesses that want to make the investment in their own electrification, installing depot charging can be complex, lengthy and costly, especially if the project needs a power supply upgrade, which can sometimes take years.

The SMMT has called on the Government to boost investment in the commercial vehicle charging infrastructure or risk stalling electric van adoption further.



## Commercial vehicle challenges

For those who drive vans for work, there are some very clear incentives that would make switching to electric easier, as identified by recent research by Europcar Vans.



**31%**

Better battery range to accommodate vehicle payload would help 31%



**52%**

of van drivers have plans to switch to electric



**38%**

lower purchase costs would encourage 38% to switch



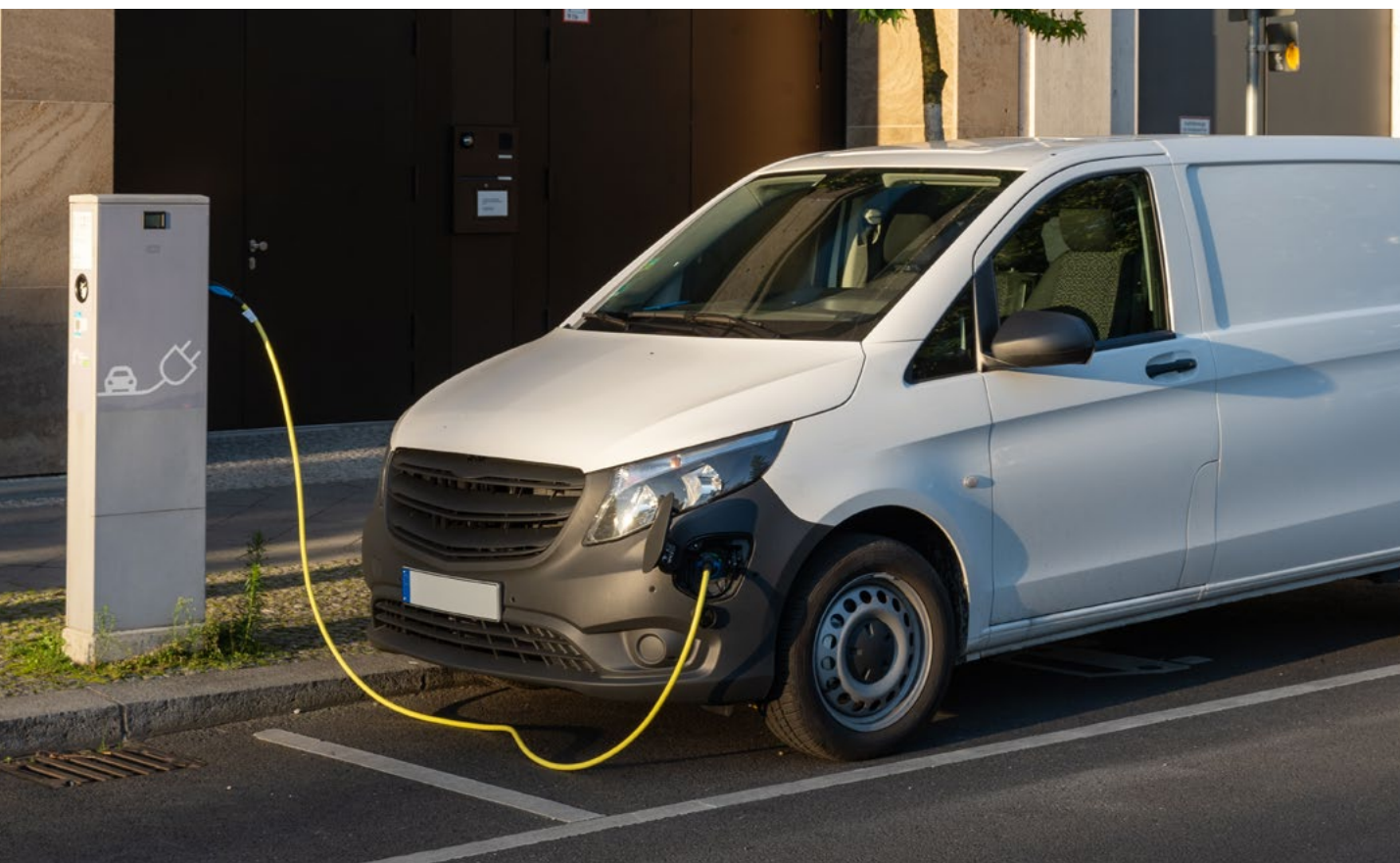
**72%**

are affected by the growing number of CAZ across the UK

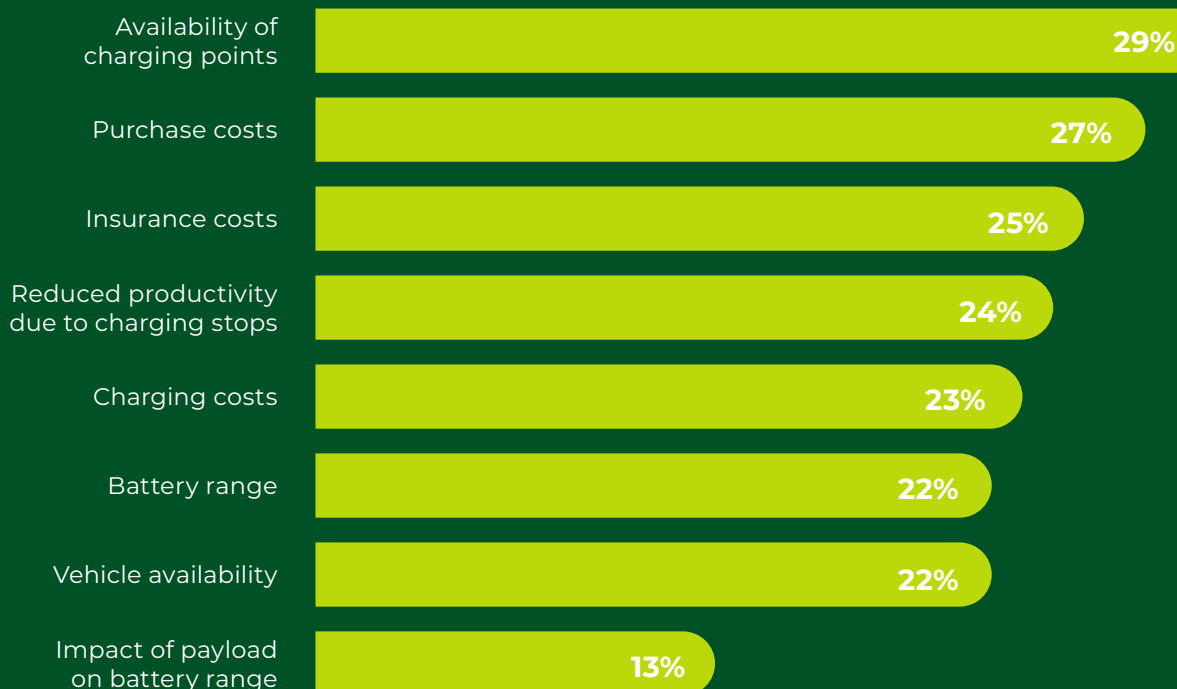


**38%**

are not confident they understand the CAZ rules



## Barriers for van drivers:



The BVRLA's Van Plan<sup>5</sup> campaign is working to tackle these challenges and meet the 2030 70% zero emissions vans target, calling for increased fiscal support, improved charging provision and the removal of certain regulatory barriers.

Barriers cited by the BVRLA include the restrictive size of public charging bays as well as the unpredictability of charger availability and inability to book a charging slot. Available payment methods are also a hindrance. For private charging, the cost and timeframes of charger installation are holding van drivers back from switching.

## BVRLA Van Plan Key Asks



### Increased Fiscal Support

Grants to make new and used e-vans affordable



### Improved Charging

Regulatory and fiscal support for accessible, affordable and fit for purpose chargepoints



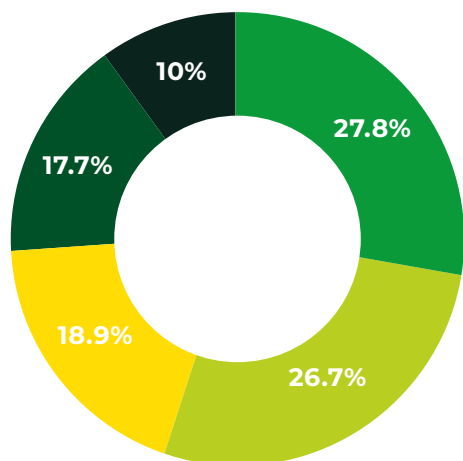


## The role of rental in the EV journey

Rental can play a critical role in electric vehicle usage. However, beyond the EV converts there's been limited demand to date.

The BVRLA's Industry Outlook Report<sup>6</sup> confirmed that the rental industry struggles with low demand for electric vehicles.

A Europcar survey found uncertainty around battery range and the potential impact on journeys and productivity due to stopping to charge are the biggest issues for would-be EV-renters.



### Why would you not rent an electric vehicle?<sup>7</sup>

- Uncertainty about battery range - **27.8%**
- Impact on journey/productivity because of charging - **26.7%**
- Uncertainty about charging facilities - **18.9%**
- Uncertainty about how to find charging facilities - **17.7%**
- Uncertainty about how to charge - **10%**





## CHAPTER 3

# THE EUROPCAR STORY

Europcar is focused on an holistic approach to reducing mobility emissions through vehicle rental. From increasing the proportion of zero tailpipe-emissions vehicles on fleet and using e-bikes to carry out deliveries and collections, to reducing energy and water use at its rental locations and recycling more waste.

## EUROPCAR DELIVERING SUSTAINABLE RENTAL



of the  
Europcar fleet  
is BEV/PHEV



The proportion of PHEV and BEV car fleet to suit multiple use cases has increased - above the industry average according to BVRLA report



of B2B customers  
have access to  
EV rates



BEV utilisation more than doubled from January to December 2024, reflecting the focused effort to encourage customers to select EV

### CO2 savings



**Delivery & Collection**  
**1,090,500 EV miles**  
This equates to  
78,516Kg CO2 savings.



**E-bikes**  
**28,005 miles**  
This equates to  
2,016Kg CO2 savings.



**Company Car Drivers**  
**1,225,602 electric miles**  
This equates to 88,243Kg  
CO2 compared to equivalent  
use of ICE vehicles.

**168.7 tonnes CO2 savings**

**That equates to:**

The average emissions  
of 168 passengers on a  
return flight from Paris  
to New York

Driving over a million  
km in a diesel car  
(1,008,000Km)

**20,436,024  
smartphones  
charged**



Trained a network of  
Certified Electric Vehicle  
Ambassadors, all of whom  
have driven an EV, to  
support customers at  
vehicle handover



Europcar Customer  
Satisfaction NPS score  
increased to  
57.1 during 2024



Partnered with Zapmap  
giving customers easy  
access to EV charging  
information to plan their  
journey as well as compare  
the cost of ICE vs EV

## EUROPCAR DELIVERING SUSTAINABLE BUSINESS



**2,172**

green parts were bought, saving 198,020Kg CO<sub>2</sub>



Electricity usage is closely monitored and reduction targets implemented



of branches have onsite EV charging facilities – national figure is 25% for all rental branches<sup>8</sup>



waste was recycled



Car Wash Water Recycling Systems are used in all relevant branches



Pilot programme in place to replace all lights with LED alternatives



Appliances are replaced with energy-efficient models

### Carbon Footprint savings for printed materials



**12.346**

tCO<sub>2</sub>e offset



All print provided via FSC accredited paper merchants



100% of Europcar branches can utilise public EV charging



of all tyres fitted were ethically sourced



Woodland Trust certification: Removed a total of 679Kgs CO<sub>2</sub> and supported planting native UK woodland



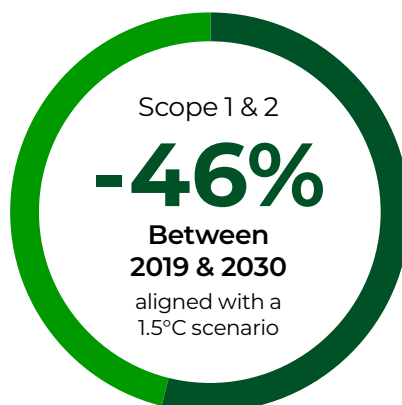
Using carbon balanced paper has helped the World Land Trust to protect tropical rainforest

TOTAL CO<sub>2</sub> SAVINGS:

**168.5 tonnes**



Europcar Mobility Group is also committed to reducing its greenhouse gas emissions



**Europcar**

# BY THE NUMBERS

Europcar Mobility Group UK has partnered with urban tree-planting charity, Trees for Cities, supporting tree planting projects. Trees for Cities' vision, 'Urban Trees for All, By All,' seeks to harness the power of mass community participation to enable and inspire direct local impact on a national and global scale.

**4,480****TREES PLANTED****50** STAFF MEMBERS INVOLVED**ACROSS THE BUSINESS**

WE ESTIMATE THAT  
ONE TREE ABSORBS  
**1 TONNE OF CO<sub>2</sub>** IN  
IT'S LIFETIME (100 YEARS\*)



THE SURVIVAL RATE FOR  
TREES FOR CITIES TREES IS

**95%**

HIGHER THAN THE  
AVERAGE COUNCIL-  
PLANTED TREES

BASED ON THIS SURVIVAL RATE, OUR TREES WILL ABSORB

**4,256 TONNES** OF CO<sub>2</sub>

IN THEIR LIFETIME

\*Dependant on species and location

Ready to talk about your sustainability journey?  
Click here to request a call from a Europcar sustainability specialist.





# WALKING THE TALK

In 2024 Europcar committed significant investment to spreading the message about electric motoring.

Participated in numerous podcasts, webinars and in-person events, reaching nearly 200,000 private motorists and businesses keen to learn more about electric motoring

Partnered with The EV Cafe - as exclusive rental partner - to spread the word about electric motoring



**Can electric vans do a job for you?**

19TH FEBRUARY 2025 / 12PM

**LIVE WEBINAR**

**A Van-entines SPECIAL**

in partnership with:

**AA** **Europcar** **webfleet** **IVECO**

**Keith Shorter**

Vans & Trucks Director  
Europcar

JOIN ME ON THE EV CAFE WEBINAR:  
**also featuring...**

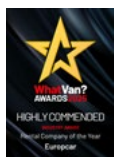
**AA** **Simon Ungless**

**Dunsin** **James Ferrol**

**LIVE in '25**

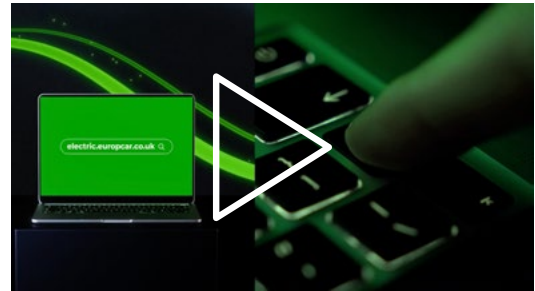
[EVCAFE.ORG/REGISTER](https://EVCAFE.ORG/REGISTER)

Achieved recognition in a number of industry awards



# DELIVERING THE KNOWLEDGE

In 2024 Europcar launched a unique digital EV guide and Knowledge Hub to educate and inform.



## 2024 Digital EV Guide Web Performance



**28K**

Total visits



**20.3k**

Unique users



**82.6K**

Interactions on the site

## Knowledge hub page ranking

1

**Beginners Guide**

2

**Why rent an EV**

3

**Charging an EV**

## Knowledge Hub Top Search Terms

1

Hybrid

2

EV Technology

3

'Call' customer services

4

PHEV



Ready to talk about your sustainability journey?  
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## Knowledge Hub user demographics

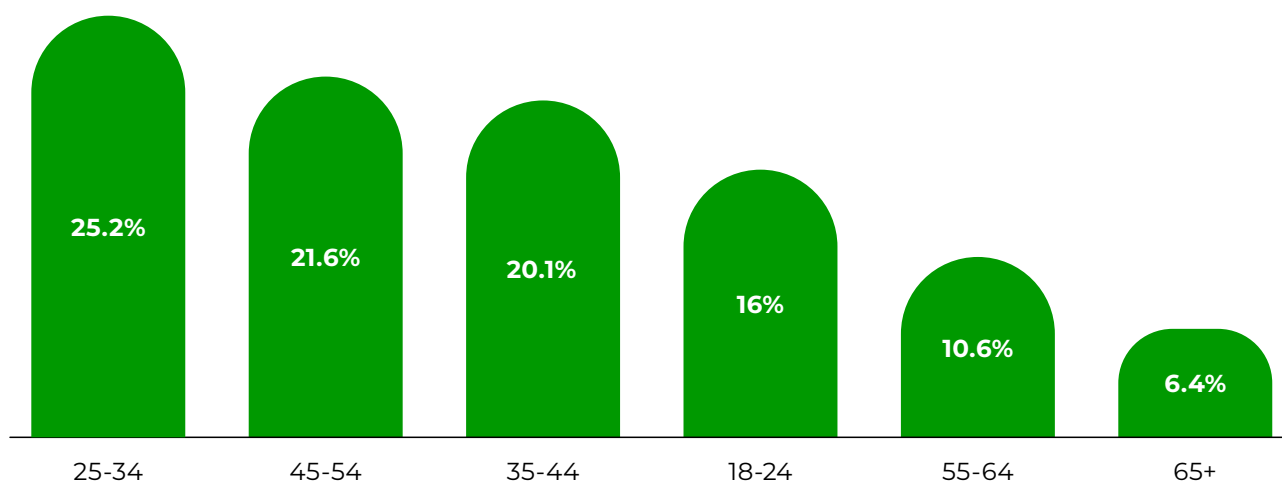
### Active Users by City



### Top Active User Interests



### Active Users by Age



# LOOKING AHEAD

Europcar's ambition for 2025 is to continue removing the barriers to electric for private motorists and businesses alike.



## eVans Focus

By 2027, 34% of all new vans sold are targeted to be pure EV – are businesses ready for this shift in availability? Helping organisations that use commercial vehicles get on the electric road, Europcar Vans & Trucks has made significant investment in infrastructure, fleet and customer service for eVans.

Providing electric vans to rent for a few days, weeks, months or longer will help businesses overcome some of the hurdles to adoption. Rental also provides a useful stepping stone on the electric van journey. The technology is evolving fast so it makes more sense to rent now, rather than being locked into technology that could be quickly out of date and provides lower battery range.

Rental offers businesses flexibility - no long-term commitment/penalties - and flexibility to select the right vehicle for every job with access to the latest models.

## Fleet

Growth of the EV fleet will be focused on giving motorists a wide choice of vehicles to suit every use case, from compact to premium vehicles for long-distance motoring. Bringing the latest models onto the Europcar fleet is also critical to give customers optimum charging and range capabilities. For many customers, there may not even be the need to charge the vehicle at all during the rental.



## Infrastructure

Already well ahead of the industry average for electrification of its network, Europcar's focus is now on working in conjunction with airport partners to support these major hubs extend their charging capabilities, ensuring customers' needs are factored in.



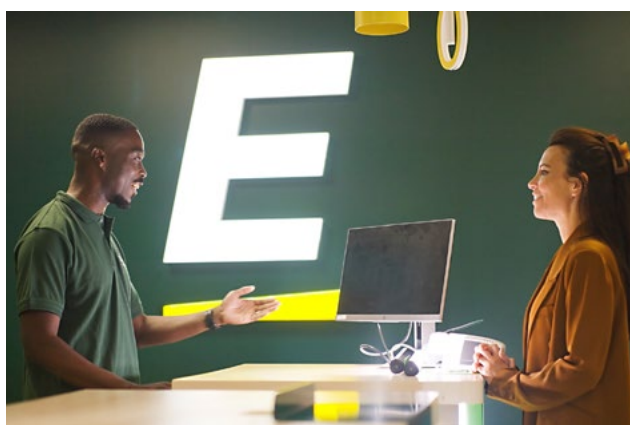


### No Need To Recharge

Overcoming customer anxiety about charging an electric vehicle ahead of its return, Europcar's industry-leading policy means EVs are 80% charged at the start of a rental and only require 20% charge on return.

### Insurance Sector Focus

Motorists who have made the decision to switch to electric expect to have a like-for-like vehicle if theirs is off the road. With a dedicated support centre, Europcar is committing significant focus to the insurance sector in 2025.



### Influencing Policy

Europcar will continue to work in partnership with the BVRLA and other influencer organisations to ensure motorists and businesses are supported on their journey to zero tailpipe emissions. From influencing change to government policy to enable the mobility sector to deliver rental solutions that are accessible and cost-effective, to giving drivers and businesses the confidence to choose electric.

### Electric For The Same Price As Petrol Or Diesel<sup>9</sup>

From 1st April 2025, Europcar is introducing price parity on electric car and van rental rates for business account customers. This will see the rate of electric cars and vans matched to the petrol/diesel equivalent, removing price as a hurdle for renting electric.







## CHAPTER 4

# EUROPCAR ELECTRIC SERVICES

Europcar is committed to helping fleets reduce their environmental impact and is helping businesses of all sizes to explore electric car and van options. Short- and long-term rental solutions offer a flexible alternative to leasing or buying vehicles.

Business customers benefit from fixed rates, no large upfront costs and no early exit penalties so that they can experience EVs in real-world scenarios. And with comprehensive handovers and free resources to address common questions and misconceptions about EV motoring, businesses and their drivers can start their EV journey with confidence and ease.

A wide and growing range of electric and plug-in hybrid makes and models help businesses experience electric car and van driving in the real world. This is empowering them to switch to a greener fleet.

Helping drivers experience the best of EV technology, the range of electric vans available from Europcar includes the Mercedes eVito, Vauxhall Combo Electric and Renault Kangoo

eTech, with other models coming onto fleet in the coming months. And Europcar's consultative approach means it can accelerate fleet additions for specific customer needs as required.

In addition, electric cars include the Mercedes EQ Range, Polestar 2 and 4, Skoda Enyaq, Kia Niro and Jeep Avenger, all available now for daily or long-term business hire.

To help businesses and drivers 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 save money and 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 Zapmap through the EV Guide to ensure finding a suitable charger is quick, easy and convenient.



## Extending the learning

Europcar is also focused on supporting and educating EV newbies as they consider the new drive train. In 2024 Europcar participated in the GreenFleet EV Rally which delivered some valuable learnings that have been shared with customers.



Smooth, steady and consistent driving, reading the road and anticipating the conditions ahead are key to getting better performance.



Anticipate any need to slow for traffic or junctions.



Gentler acceleration and letting the regenerative braking do the hard work to get the energy back are also good disciplines.



WLTP is achievable... although it depends on the conditions, so Europcar includes a “real world” range guideline in its EV Guide to support drivers.



## Sources

<sup>1</sup> <https://www.smm.co.uk/electric-van-demand-static-in-2024-despite-biggest-overall-market-in-three-years/>

<sup>2</sup> <https://www.gov.uk/government/publications/plug-in-van-grant>

<sup>3</sup> Source: <https://www.zap-map.com/ev-stats/how-many-charging-points>

<sup>4</sup> Source: <https://www.gov.uk/government/statistics/electric-vehicle-charging-device-grant-scheme-statistics-october-2024/electric-vehicle-charging-device-grant-scheme-statistics-october-2024>

<sup>5</sup> Source: BVRLA Van Plan <https://www.bvrla.co.uk/industry-campaigns/decarbonisation/van-plan.html>

<sup>6</sup> Source: BVRLA Industry Outlook Report (December 2024) <https://www.bvrla.co.uk/news-insight/industry-outlook-an-expert-view/industry-outlook-report.html>

<sup>7</sup> 500 EV drivers and 500 non-EV drivers surveyed by Vypr - EV charging signage survey

<sup>8</sup> Source: BVRLA Vehicle Rental Credentials report. 17 rental operators surveyed



## THE EV PARTNER OF CHOICE

**There is no question, the journey to reducing tailpipe emissions from motoring presents challenges for many businesses. However, Europcar has already committed significantly to change in our own operations, services and fleet. Our goal is to be the electric mobility partner of choice because we know it's the right thing to do.**

We are, therefore, ready to help individuals and businesses on your transition journey. We can help you answer your questions, test and learn in the real world, and make the switch without the burden of long term commitments.

Talk to us now to find out more about how we can help you move to electric.



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