

## Position paper

# Electrifying company fleets to lower mobility costs for consumers

## Why it matters to consumers

Many consumers do not buy new cars. Due to skyrocketing new car prices over the last few years, they now heavily rely on the second- and third-hand market. Second-hand battery electric vehicles (BEVs) are the best financial choice for consumers, bringing between €262 and €849/year savings compared to a used petrol car. But the supply of second-hand BEVs is still low. Hence, electrifying large corporate fleets (representing 60% of new car sales in Europe and with a first ownership period of around four years) can be a game changer to make the BEV transition faster and fairer for consumers.

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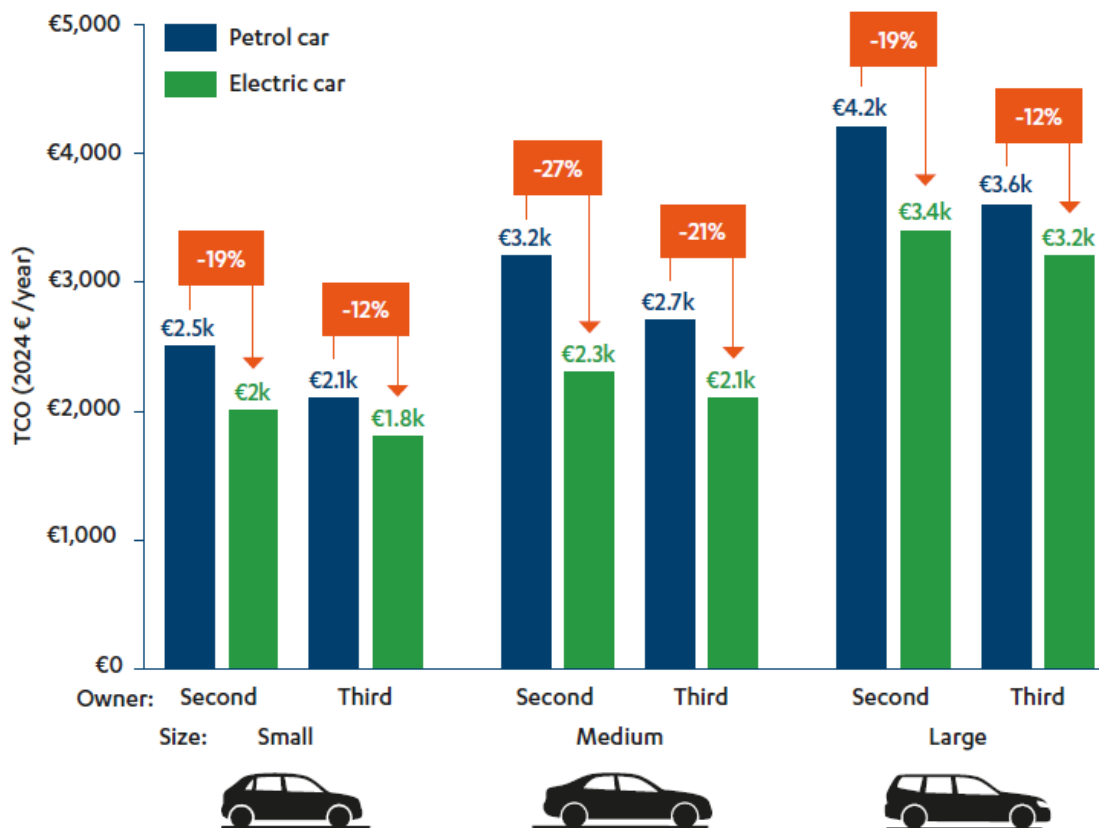
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# 1. Second-hand EVs are the best financial choice for consumers...

BEUC's recent Total Cost of Ownership (TCO) study shows that any new battery-electric vehicle sold today will bring financial benefits to its second and third owner. New electric cars registered now will deliver between €262 and €849/year savings for their future second and third owners compared to an equivalent petrol car.

Cost of ownership of **used** electric and petrol cars first registered in 2024 (second owners purchase in 2028, third owners in 2033)



## 2. ... So, we need more of them! But how?

To increase the supply of second-hand BEVs, a dynamic new car market is important. And here, consumers face several challenges:

Many consumers don't buy new cars. They have been priced out of the new car market (whatever the powertrain they are looking for) due to:

- skyrocketing new car prices<sup>1</sup> – across all powertrains,
- a growing yet limited supply of small affordable BEVs,
- the overall disappearance of small cars from the dealerships.

What is more, individual consumers themselves represent a minority of the new car sales in Europe – around 40%. They also hold on to their car for a longer period, meaning that although BEVs are becoming financially interesting for first buyers, the supply of EVs on the second-hand market cannot rely only on consumers' purchase decision in the new car market.

The second-hand car market is also highly dominated by small- and medium-sized vehicles, as cost-conscious consumers are looking for a practical solution to get around. Small- and medium-sized BEVs are only now making a real appearance in dealerships. This means that supply will take some time to match the second-hand market demand.

Due to higher prices of new cars, and hesitation on the way forward regarding the powertrain to choose, it is no surprise that transactions in the used car market are growing. As a result, used cars are also getting more expensive<sup>2</sup>.

All these elements lead to the observation that there is a clear opportunity for large fleets owned by companies to serve as launching pads for the swift supply of electric vehicles on the second-hand market, providing consumers with the most affordable mobility option of private mobility.

Their financial means, their market power, their capacity to shape the supply and address the needs of various consumer groups along with their short first ownership period are elements allowing to unlock the potential of second-hand BEVs.

Large fleet operators therefore represent an important lever in accelerating the supply of second-hand EVs for consumers

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<sup>1</sup> OCU, [Los coches nuevos, cada vez más caros](#) (6 March 2023) & JATO, [Rising car prices: a deep dive into the European car market](#) (28 July 2025).

<sup>2</sup> Statista, [Used vehicles in Europe – Statistics and facts](#) (8 May 2025).

## 2.1. Market hurdles can be overcome, and new trends will take place

The surge in the sales of second-hand BEVs<sup>3</sup> shows that demand is there, as financial benefits appear clearer to consumers. Yet, efforts are needed to increase consumer confidence and deliver swift emissions reductions thanks to the effect of fleet renewal.

BEUC's study also acknowledges the uncertainties around the residual value of electric cars. Current resale values show that used car buyers enjoy cheaper BEVs compared to their petrol equivalent, as BEVs depreciate faster. This is due to the higher purchase price of BEVs in the past years, and continuous improvement in the battery technology.

While good news for second-hand buyers, this can be a cause for concern for first buyers (individual consumers or companies) and therefore affect the supply of BEVs on the second-hand market. This would then become a vicious circle, reinforcing an impression that the current supply is ill-adapted to the needs of second-hand buyers. Currently, and although there are clear regional disparities, BEVs have a lower residual value after three years and tend to have a longer reselling time<sup>4</sup>.

17%

The gap between petrol cars and BEVs' resale value has increased slightly over this time, from 15 percentage points in 2021 to 17 percentage points in 2024. Yet, this trend is likely to reverse over time.



**This paradox is likely to change** with new car models arriving on the market, matching production costs with conventional cars, continuous improvement of BEV technology and greater consumer confidence in batteries' remaining capacity. Other cyclical market trends also affect the slower reselling time of BEVs, such as the simultaneous termination of numerous leasing contracts (of very few vehicle types).<sup>5</sup>

Some of the latest BEV models are showing quick reselling time on the second-hand market. While the average used BEV sells after 147 days (compared to 101 days for petrol cars), these newer models can be sold after 40 to 50 days.<sup>6</sup>

What is certain is that large corporate fleets have greater financial means and planning capacity than individual consumers. Their impact on the market allows them to manage and mitigate resale values, supplying large amounts of different vehicles to the second-hand market.

<sup>3</sup> Gireve, [Second-hand EV market: Strong growth in France](#) (21 August 2025) & SMMT, [Demand for used EVs rises to record levels as second-hand car market grows in 2024](#) (10 February 2025).

<sup>4</sup> Idem.

<sup>5</sup> Idem.

<sup>6</sup> The Renault Megane E-tech, the Fiat 500e, the Kia Niro or the Peugeot e-208 all sell after less than 50 days. FleetEurope, [Europe's used car market grows, but prices drop](#) (3 February 2025).

## 3. A legislative push and accompanying measures: a winning combo for businesses and consumers

### 3.1. The legislative push

Large fleets (over 100 vehicles) represent more than 40% of corporate cars<sup>7</sup>. These large fleets work around tax breaks and incentives, shaping the composition of their fleet. Overall, their electrification trajectory is not leading by example, hampering the swift deployment of affordable BEVs on the second-hand market.

Regional disparities do exist. That is why an EU regulatory push should be accompanied by national incentives.

#### Recommendation

BEUC calls for:

- A Regulation on Corporate Fleets setting clear, binding targets for large fleet owners (over 100 vehicles). An overall EU electrification rate of 90% (new registrations of corporate cars) should be set by 2030;
- National policy measures to support this development, as is already the case in several EU Member States. These measures could take the form via fiscal policies incentivizing companies to switch to a BEV or targeted support for second-hand buyers.

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<sup>7</sup> T&E, [State of European Transport 2025 – Fleets](#) (2025).

## 3.2. The accompanying measures

Setting targets for large fleets only will not be sufficient. Accompanying measures are needed to support both businesses and consumers.

### 3.2.1. Creating the right market conditions

To ensure the success of an initiative on corporate fleets, the EU should:

- Maintain the 2030 and 2035 CO<sub>2</sub> targets for new car sales as foreseen by Regulation 2019/631;
- Strengthen the ambition on charging infrastructure deployment in office buildings and in cities, information to consumers and certification of the battery State-of-Health;
- Adopt a sound industrial strategy supporting the development of BEV-specific platforms and batteries. When comparing existing models, our analysis shows that electric vehicles based on dedicated platforms (the architecture of a car) are more competitive than BEVs built around existing platforms for conventional cars;
- Stay away from distracting and costly solutions, such as bio- and e-fuels.

### 3.2.2. Support consumers and improve their BEV experience

Increasing consumer trust is paramount to the swift deployment of a second-hand BEV market. BEUC proposes several measures that will also address issues related to the residual value of BEVs:

- Via a revision of the Car Labelling Directive, the EU should make mandatory, harmonise and certify the State-of-Health of BEV batteries. The calculation method should be standardised and the availability of the battery State-of-Health should become a requirement upon resale of a BEV.

Dedicated support for consumers purchasing a used BEV (upon certain conditions of revenues, and pre-contractual information, including on the State-of-Health) can target those who need a car the most and face affordability issues.

When trying to rent a BEV for holidays, the experience may be a turn-off for consumers. Higher prices and premiums, lack of explanation at the counter, ... Greater support and a better renting experience can go a long way in improving consumer confidence in BEVs.