One in five motorists don't realise they can lease an EV, YouGov research shows

Tuesday 15 September, 2026

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More than a fifth (22%) of drivers surveyed who don't have an electric vehicle (EV) are unaware they could lease one instead of buying, according to new YouGov research*.

The findings suggest many motorists could be overlooking one of the most affordable routes into EV ownership at a time when running costs remain a major concern.

Lack of awareness is greatest among drivers aged 35-plus and among women. Almost six in 10 respondents (59%) who aren't aware of EV leasing are female, compared to four in 10 male respondents.

Even drivers who are aware they can lease an EV mistakenly assume the upfront cost will be similar to buying. Almost three in 10 respondents (28%) assume this, compared to just over a third (34%) of respondents who know it's possible to lease an EV and the upfront cost could be lower than buying.

Car and van leasing specialist Gateway2Lease, which commissioned the YouGov research of more than 2,000 participants, says that leasing an electric car on a personal contract hire (PCH) agreement can work out significantly cheaper per month than a finance deal.

"Unlike buying an EV, there's no big financial outlay with leasing. Instead, payments are spread throughout the term of the lease, which can help consumers to budget for a new car. And there's no need to worry about depreciation as the leasing company takes the risk," says Kelly Marshall, Managing Director of Gateway2Lease.

"That means leasing an EV can be a really affordable way for drivers to make the switch from a petrol or diesel vehicle to an electric one, which is particularly important ahead of the Government's proposed ban on the sale of new conventional diesel and petrol cars from 2030."

Drivers who are able to lease an electric car through a salary sacrifice scheme (if their employer provides one) make further savings on income tax and national insurance because the vehicle lease cost is deducted from their salary before tax is taken.

"We've seen a 48% year-on-year increase in employees choosing an electric vehicle through salary sacrifice. As awareness has grown, more drivers have realised they can access a brand-new EV for considerably less than they expected because of the tax advantages available," says Kelly.

The Government's Electric Car Grant, which gives a discount of either £3,750 or £1,500 on more than 60 new EVs can also lead to lower lease rentals, and drivers benefit from exemption from the London Ultra Low Emission Zone (ULEZ) and Clean Air Zones (CAZs) in other major cities.

Charging an EV at home overnight on a dedicated EV tariff also brings significant savings compared to the cost of filling a petrol or diesel car at the pumps.

"We also recently identified through our research with YouGov that fuel prices have been prompting more consumers to consider switching to an EV," says Kelly. "This number could be even higher once people understand they can lease an EV, and we're working hard to raise awareness about the benefits of leasing."

CASE STUDY: "I got the best deal by leasing an EV"

Laurina Moody, a 63-year-old author and wedding celebrant from Faversham in Kent, is making significant savings after taking out a personal lease on an electric car for the first time.

She estimates that her new Suzuki e-Vitara, which she is leasing through broker Gateway2Lease, costs her a third of the price to run compared to her previous car, a petrol Mazda CX-3.

"There are lots of benefits from leasing, particularly leasing an electric car," Laurina says. "I don't have to think beyond the length of the lease or worry about depreciation or the life of the battery."

She had a company car on a lease while she worked in the community for the NHS, but she assumed that outside of employment "it wouldn't be financially sensible to lease" and opted to buy a car after she retired.

When she decided her next car would be an electric one, however, a friend who works for a major car manufacturer advised her to look at personal leasing.

"I never liked the idea of not actually owning a car, even though I understood that it isn't really an investment because a new car depreciates so much," Laurina says. "I needed to review my thinking."

She requested a quote from Gateway2Lease after researching the Suzuki e-Vitara online earlier this year.

"Gateway2Lease got back to me very shortly afterwards and everything was done remotely, there was no face-to-face contact," she says.

"Some people may be nervous of that but I found it was a very convenient and smooth process, and it seemed a lot quicker. There were phone calls and lots of emails, and everyone I communicated with at Gateway2Lease was very helpful, supportive and understanding."

Laurina also checked her quote from Gateway2Lease was competitive by visiting a local car dealership.

"They couldn't beat or equal it so I knew I had the best deal," she says.

Laurina has found driving an EV "a much more relaxing experience" due to the near-silence, appreciates that there are no tailpipe emissions compared to a petrol or diesel car, and no longer has to visit a fuel station. Instead, she charges at home.

"I'm surprised how quickly I've adapted," she says. "Now I've made the switch to an EV I wouldn't go back, and I've recommended leasing an EV to my friends, based on my experience."

Gateway2Lease's best-selling EVs in 2026**

1. Tesla Model Y
2. Omoda E5 Electric
3. Jaecoo E5 Electric
4. BYD Seal
5. BYD Sealion 7
6. Renault 5 E-Tech
7. Tesla Model 3
8. BMW iX3
9. MINI Countryman
10. Renault 4 E-Tech

ENDS

Notes to Editors:

*All figures, unless otherwise stated, are from YouGov Plc. The total sample size was 2,054 adults, of which 686 drive and own a vehicle, but are unlikely to switch to an EV and selected upfront cost as a barrier. Fieldwork was undertaken between 1st and 2nd June 2026. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

**Includes cars sold through Gateway2Lease's salary sacrifice partner, The Electric Car Scheme

About Gateway2Lease

Gateway2Lease, part of Marshall Management Services, is one of the UK's leading car and van leasing brokers. The family-owned and run business was founded by Managing Director Kelly Marshall and her father Alan Marshall in 2008, and since 2015 it has been co-owned by Kelly's brother Rob Marshall, who is also Operations Director.

Based in Worcestershire in the West Midlands, Gateway2Lease serves customers throughout the UK and is ranked the fifth largest leasing broker in the Broker News BN25 leasing broker league table. It works with some of the UK's biggest funders, including Ayvens (formerly ALD Automotive I LeasePlan UK), Lex Autolease and Arval UK. It also has a strategic partnership with salary sacrifice specialist The

Electric Car Scheme. That means it can offer a balanced portfolio of personal contract hire (PCH), business contract hire (BCH) and salary sacrifice on new or used vehicles to personal and business customers.

It is recognised as having industry-leading technology, having picked up the Broker News Award for innovation in 2024 for its robotic quote and pricing tool. Gateway2Lease is authorised by the Financial Conduct Authority (FCA), is a member of industry trade body the British Vehicle Rental and Leasing Association (BVRLA) and all of its customer-facing staff are Special Automotive Finance (SAF) approved.

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