

Monday 15 September 2025

AA Launches UK EV Readiness Index to Support Drivers Through the Electric Transition

- Tracks eight factors influencing drivers' readiness to switch
- Many drivers unsure 'how far and how fast' to transition
- Critical factors are cost, charging and upkeep
- First index shows 'some way to go' before mass adoption
- 6% say the Electric Car Grant is helping them consider or buy an EV

The conditions that would enable most drivers to switch to an EV today have not yet been met, according to The AA's first quarterly [UK EV Readiness Index](#).

The index assesses the factors influencing drivers' readiness to switch to EVs.

The AA's EV Readiness Index offers a comprehensive snapshot of how practical and appealing EV ownership is for UK drivers today. Drawing on proprietary AA data and expert sources, the Index tracks eight critical factors:

- Cost of new EV
- Cost of used EV
- Cost of EV insurance
- Cost of home charging & home charger
- Cost of public charging
- Access to charging
- EVs running out of charge
- Roadside EV repair rates

The factors have been developed based on comprehensive member and driver insights. See <https://www.theaa.com/about-us/newsroom/aa-ev-viewpoint>

UK EV Readiness Rating:

The current Readiness Rating stands at **47.5 out of 100**, indicating that while EVs are a viable and attractive option for some, significant barriers remain for mass adoption.

"Drivers tell us they're excited about going electric and they love the tech, but they're also confused and cautious," said **Edmund King OBE, AA President**. "Our Index shows that upfront costs and charging access are still major concerns. Our polling also suggests battery health and resale values are still issues for some.

"Our index is an independent barometer of the issues that are either holding drivers back or propelling drivers to go electric. It is neither pro nor anti EV.

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“Cost of new EVs is still a major stumbling block so the Government’s Electric Car Grant (ECG) scheme of up to £3,750 for cars under £37,000 is a welcome boost, but we need to go further to make EVs a realistic choice for all drivers.

“Many drivers are unsure how far and how fast they should move to an EV with some waiting for future technological developments to enhance better range and in car systems. We are confident that the readiness rating will increase with more chargers, less expensive products, targeted incentives and better information.”

The AA’s EV operations span every stage of car ownership—from learning to drive and roadside assistance to leasing and used car sales. Recent AA data shows:

- **Strong demand** for EVs across AA Cars used car and Leasing platforms.
- **EV Driving School** uptake is growing, yet some instructors face **charging infrastructure challenges**.

To support the transition, the AA is calling for:

- **Consideration of targeted incentives on used EVs**
- **Consideration of reduced VAT for on-street charging**
- **Faster planning and better signing of charging infrastructure**
- **More factual information campaigns and reporting**

The AA will continue to track EV readiness quarterly and work with Government, industry and members to ensure no driver is left behind in the electric revolution.

Electric Car Grant

As the Government expands its Electric Car Grant (ECG) The AA polled 14,915 drivers* and asked ***‘Last month, the Government announced that drivers could receive up a grant of up to £3,500 when buying certain new electric cars (EV). Which, if any, of the following statements best matches your thoughts on this grant?’***

- 38% say even with the grant, it is too expensive to buy a new EV
- 24% say they will never buy an EV
- 20% say they only buy used cars, so the grant doesn't help
- 5% say the grant is making them consider an EV
- 1% say they were already buying an EV and want to use the grant

Some 47 people said they were already in the process of buying a new EV because of the grant. In addition, **6%** are considering using the EV grant, rising to **10%** among 35- to 44-year-olds and **12%** of 18- to 24-year-olds. This is significant as private sales of all kinds of new cars (petrol, diesel, BEV) were approximately 10% of private sales in 2024, with the other 90% buying used cars.** In addition, the latest National Travel Survey***shows 4% of drivers have EVs which again makes the 6% considering an EV very significant as it could more than double more the number with EVs.

We then asked 8,654 respondents a series of alternative incentives for them to consider and decide what would be most influential to them. The top three answers were;

1. A grant on used EVs
2. Removing VAT on used EVs
3. An interest free loan on used EVs

In the verbatim replies, whilst some doubled down on their dislike for EVs, alternative suggestions included;

"Better EV charging infrastructure"

"Free or reduced charge point installation at home"

"Remove VAT on charging, remove the comical 'luxury car tax', remove vehicle excise duty"

"Guaranteeing battery life/range will be as good when 10 years old as when new"

"My local council providing an actual charging infrastructure. I use non-reservable on-street parking, and there is nowhere nearby to charge a car"

King concluded: "The switch to EVs is part of automotive evolution rather than revolution and our EV Readiness Index shows there is still some way to go before the majority plug in."

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Notes to editors

See full AA UK EV Readiness index here. [AA UK EV Readiness Index | AA](#)

*Yonder received 14,915 responses from AA members to its online poll between the 12th and 20th August 2025. Yonder is a member of the British Polling Council and abides by its rules.

** In 2024, 746,00 new cars bought by private buyers compared to 7.6m used cars.

*** NTS shows around 59% of cars (including sport utility vehicles) people owned were petrol, 30% were diesel, 6% hybrid, 4% battery electric and 2% plug-in hybrid.

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About The AA

The AA is the UK's leading provider of roadside assistance with approximately 2,700 patrols attending an average of 9,000 breakdowns daily and is rated by drivers as the first choice for electric vehicle breakdown. The AA has 16.3m customers across roadside breakdown and brokered motor and home insurance.

The AA's mission is to create confidence for drivers now and for the future – anticipating drivers' needs since 1905 and striving to be always ahead. The AA provides services across its roadside businesses from AA Driving School and BSM, to DriveTech, the leader in driver education. In addition, AA Smart Care provides bookings for MOTs, maintenance, service and repair in AA certified garages. AA Cars is a trusted vendor of used cars with free history checks and breakdown cover. The AA's insurance broker offers motor and home policies, operating a diverse panel of underwriters including the AA's in-house underwriter, plus AA Financial Services and Accident Assist. The AA continues to invest in connected car innovation and digital services.

Ends all