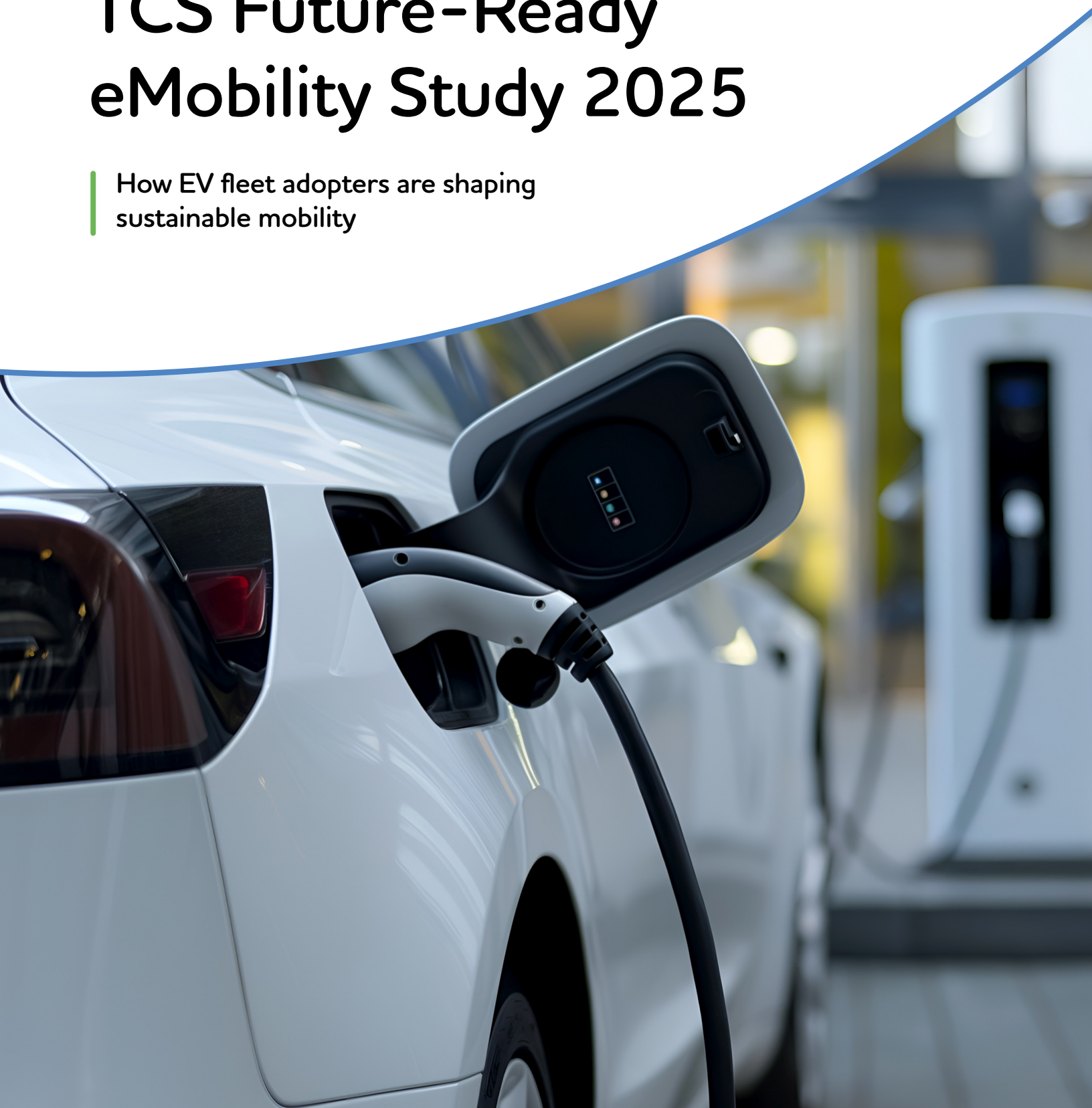
TATA CONSULTANCY SERVICES

TATA

TCS Future-Ready eMobility Study 2025

How EV fleet adopters are shaping sustainable mobility



Contents

Executive summary 03

Part 1: Global findings 04

Part 2: Regional findings 10

Part 3: Country findings 18

Part 4: Industry findings 26

Next steps: Strategic focus areas for EV fleet adopters 36

Study demographics 37

Executive summary

EV fleet adopters are catalysts in the transition to sustainable mobility at scale. These commercial adopters — spanning industries from transportation to utilities — are balancing operational efficiency with environmental stewardship.

To better understand how fleet adopters and other key stakeholders are navigating the EV transition, TCS conducted a global survey in August – September 2024 of five segments that play a critical role in shaping a successful EV transition.

Our survey results show that many fleet adopters are clear on the challenges they face, including complex charging logistics and range considerations.

Nevertheless, fleet adopters are increasingly embracing EVs, motivated by long-term cost benefits and sustainability goals. Their large-scale adoption is influencing vehicle innovation, expanding charging networks, and informing policy decisions, while generating crucial real-world data that's steering the evolution of electrified commercial transportation.

About the study

The **1,300+** respondents from across 18 countries and 12 industries ranged from manufacturers and fleet adopters to consumer and commercial adopters and industry influencers. Comprising 700 of the 1,308 survey respondents, the fleet adopters include:

Retail companies

B2C travel companies (such as airlines and airports)

B2B transportation and logistics firms

Accommodations and hospitality companies

Consumer packaged goods brands

Energy firms

Manufacturers

Life sciences enterprises

Fleet rental companies

Utilities

Mobility-as-a-service companies (ride-hailing, car/bike-sharing, subscription-based transportation services, etc.)

Part 1: Global findings

Amid growing optimism, challenges remain

The EV industry has experienced its share of ups and down, but the EV fleet adopters surveyed see a smoother road ahead. Less than a quarter expect the industry outlook to worsen in the next 12-24 months and more than a third predict it will improve.

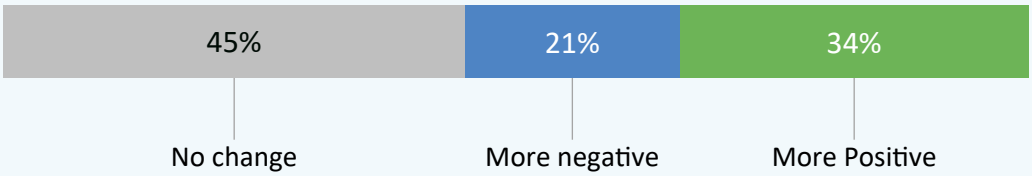


Figure 1. How do you expect the EV industry outlook to change over the coming 12-24 months?

Size matters when it comes to outlook: smaller organizations (those with annual global revenue of less than $500mn) are 2.29x more likely to have a positive outlook. Inversely, the largest organizations (those with annual global revenue of $10bn or more) are 1.45x more likely to have a negative outlook.

Regardless of outlook, fleet adopters are far from a tipping point with an EV integration strategy. Just 31% of respondents say they are actively exploring EV fleet adoption, with the majority preferring to sit on the sidelines to await clearer evidence of benefits.

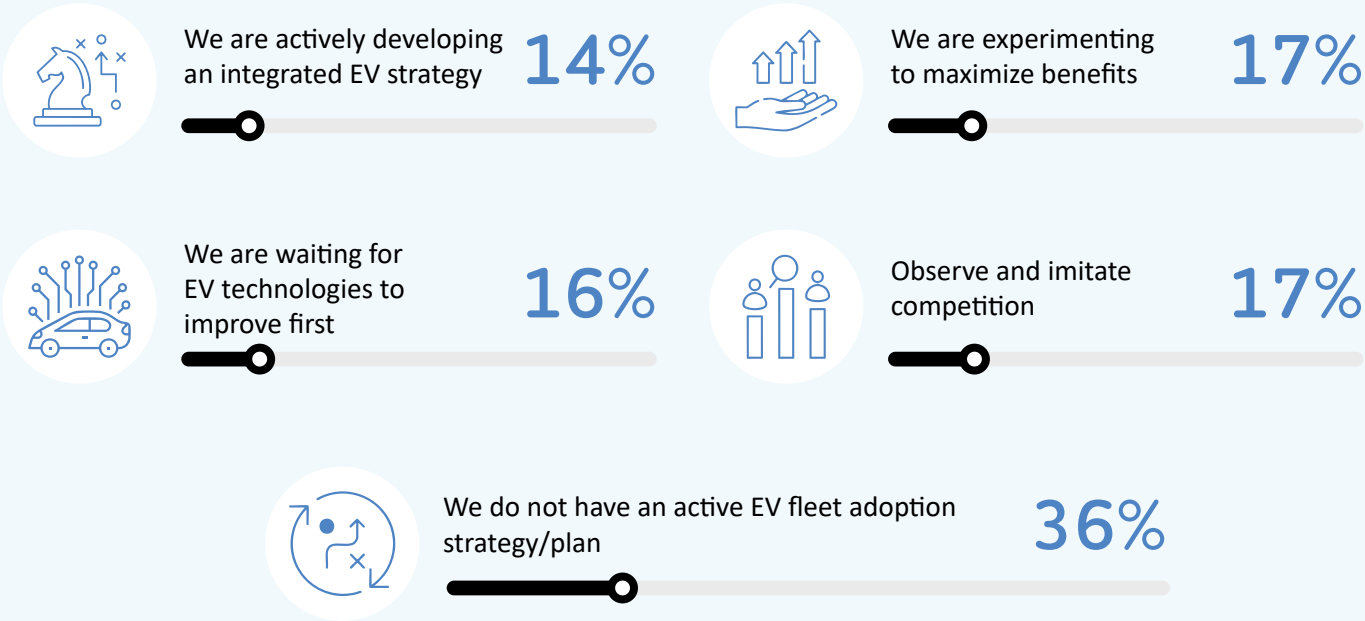


Figure 2. What is your company's strategy regarding EV fleet adoption?

Persistent charging challenges and logistical hurdles are slowing the pace of EV fleet adoption, compromising broader progress. When considering EV purchases, respondents pointed to range and charging infrastructure as the biggest factors.

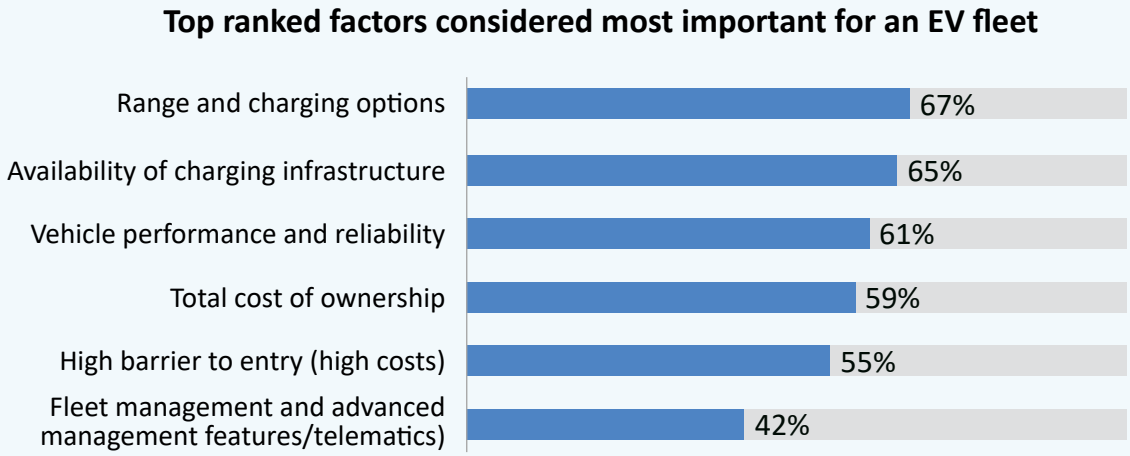


Figure 3. Rank in order of importance from most to least the factors you consider when choosing an EV fleet.

Motivated by sustainability, but struggling with reporting

Like other EV stakeholders, fleet adopters say they are primarily motivated by environmental sustainability for EV adoption.

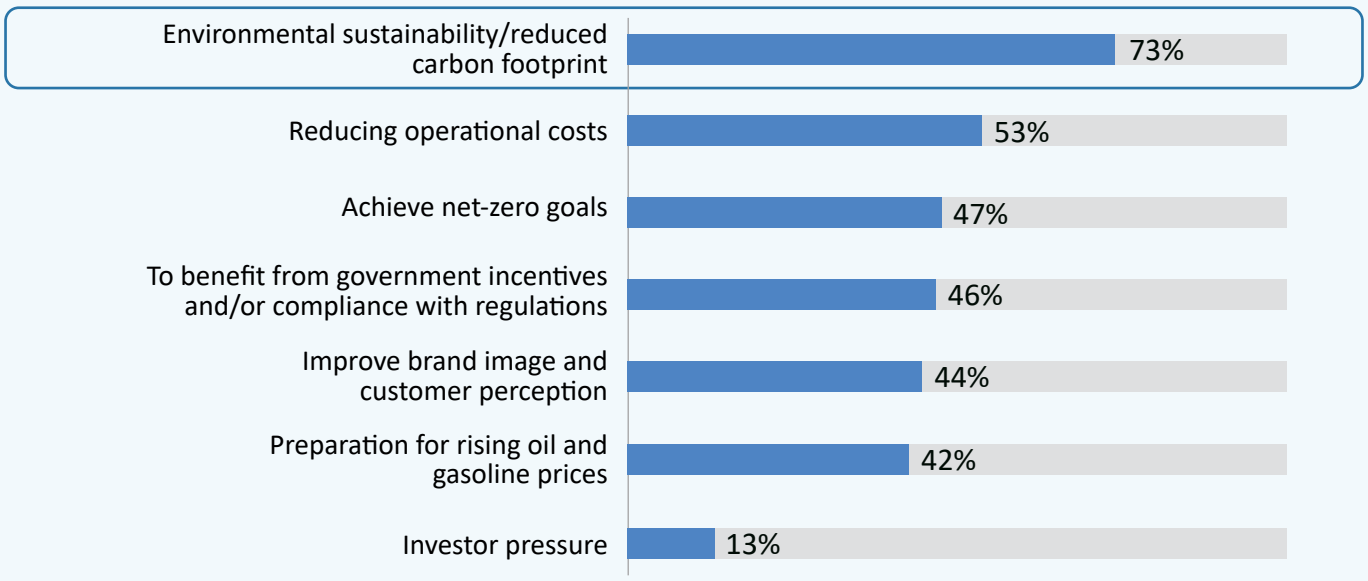


Figure 4. What is your primary motivation for adopting electric vehicle fleets?

While valuable for all stakeholders, EV sustainability benefits that are consistently assessed, measured, and communicated are essential for corporate fleet adopters. However, our findings show that very few fleet adopters are making headway aligning their EV strategies with sustainability reporting. Of the 31% of fleet adopters who already have EV adoption strategies underway, half have made progress.

Only half of fleet adopters treat EV adoption as a strategic or reported goal

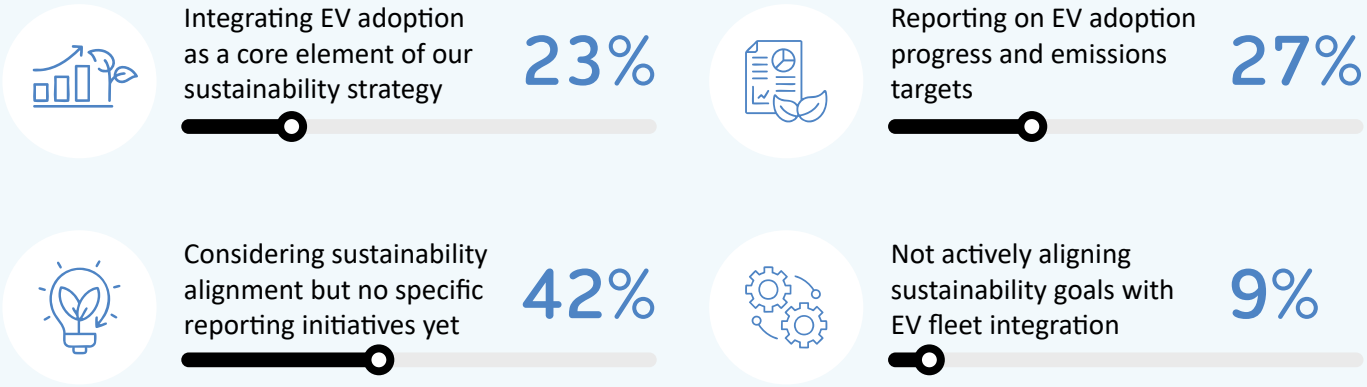


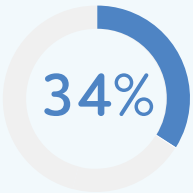
Figure 5. How are you aligning your sustainability goals and reporting with the integration of EVs into your fleet?

Balancing costs and sustainability

of fleet adopters also pointed to reducing operational costs as their primary motivation, perhaps reflecting a growing belief in the long-term cost savings of EVs.

Compared to EV consumer respondents, a higher percentage of fleet adopters we surveyed were willing to pay a premium for EVs compared to ICE, further evidence that fleet adopters may be more open to the benefits of operational cost reductions.

of fleet adopters say they would be likely or very likely to pay a premium for an EV compared to a similar ICE



say they would be unlikely or very unlikely to to pay a premium

Maximum premium amount fleet respondents are willing to pay

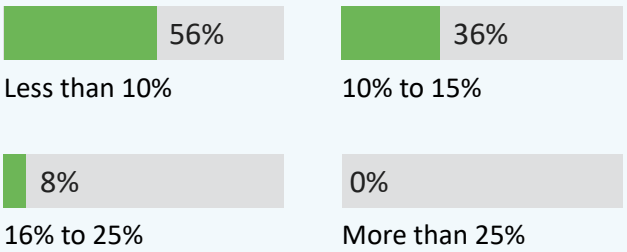
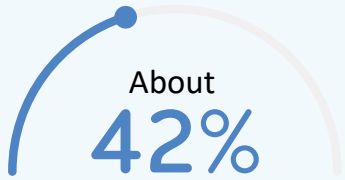


Figure 6. Would your business consider paying premium costs for electric vehicles compared to similar ICE vehicles to meet sustainability goals? How much of a premium would you be willing to pay?

Accelerating technology innovation and transformation

For fleet adopters, charging infrastructure takes the immediate top priority, essential for making EVs a viable option for everyday use. Telematics plays a smaller but still vital role in optimizing operations, efficiency, and vehicle performance.

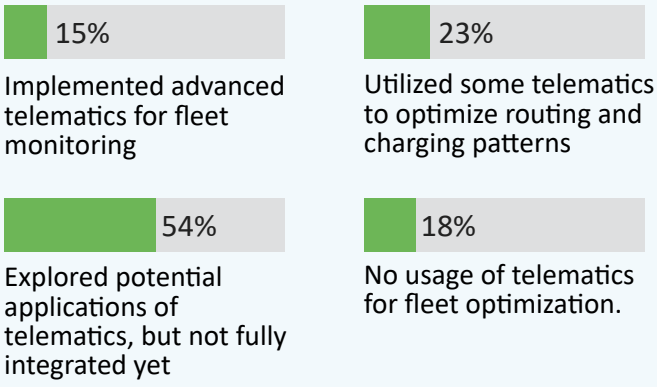


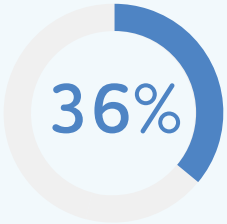
of EV fleet adopters surveyed say they consider telematics a significant factor when evaluating an EV fleet.

The majority of EV fleet adopter respondents have explored telematics (use of wireless devices and black box technologies for real-time data transmission) **in the past 12-24 months**, but very few are leveraging advanced telematics.

Of those that have not used or explored telematics to date, over a third say they plan to do so in **the next 12-24 months**.

Use of telematics for real-time data **transmission in the past 12-24 months**





of fleet organizations who have not used or explored telematics in the past 12-24 months say they anticipate doing so **in the next 12-24** months

Figure 7. In what ways have you leveraged telematics (use of wireless devices and black box technologies for real-time data transmission) in the past 12-24 months?

Looking ahead, fleet adopters are not only focused on electrification but are surprisingly open to autonomous vehicles. 39% of fleet adopters globally say they are optimistic or anticipate significant benefits from autonomous EVs in the future

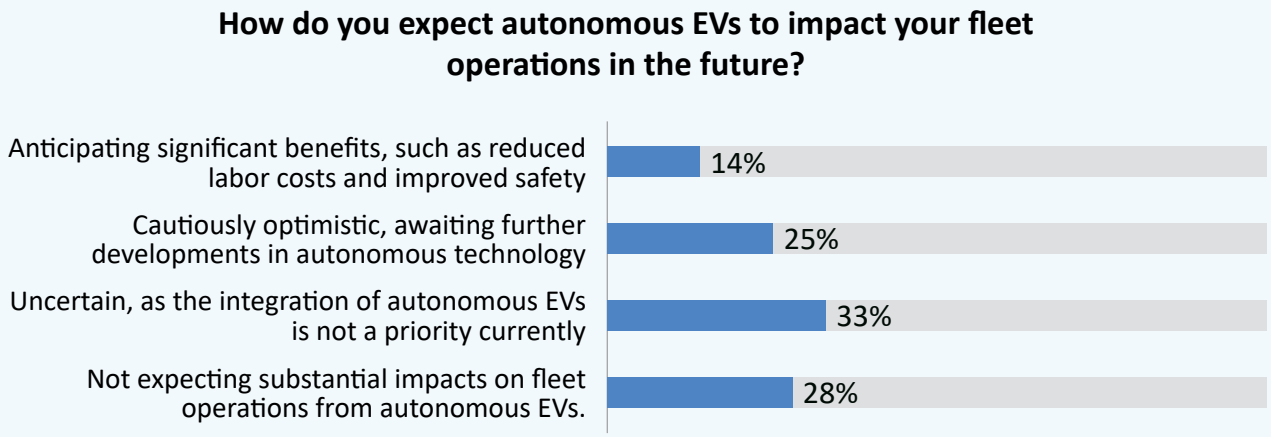


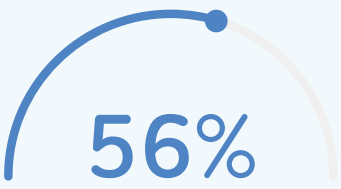
Figure 8. What are your expectations for how autonomous EVs will impact your fleet operations in the future?

EV ecosystem: Bridging challenges

Collaboration among all stakeholders is essential for the EV industry to reach its full potential. Manufacturers, consumer and fleet adopters, charging infrastructure builders, and policymakers each play a crucial, interdependent role. Without alignment these contributions become fragmented efforts that slow progress, at best.

More than half of fleet adopters (53%) say they're satisfied with the current level of collaboration among stakeholders across the EV ecosystem versus around a third of EV manufacturers (35%) and EV charging infrastructure builders (30%).

In addition, governments around the globe have stepped in to support the EV industry, with varying levels of subsidies, infrastructure, and policy frameworks to accelerate the EV transition. While satisfaction with its efforts varies among the stakeholders, the majority of fleet adopters say they're satisfied with the policies and incentives governments have provided for EV charging infrastructure development.



say they're satisfied with the current level of government policies and incentives provided for EV charging infrastructure development

Part 2: Regional findings

The survey found regional variations among fleet adopters, including adoption maturity and readiness, sustainability reporting, and technology advancements. This section examines these regional differences in greater detail.

Navigating industry demand

Among all regions surveyed, respondents in the Nordics and North America had a more positive industry outlook. Compared to the global aggregate of 34%, 37% of Nordics respondents and 38% of North America respondents expect the industry outlook to improve in the next 1-2 years. Similarly, only 16% of Nordics and 19% of North America respondents expect it to worsen, compared to the global aggregate of 21%.

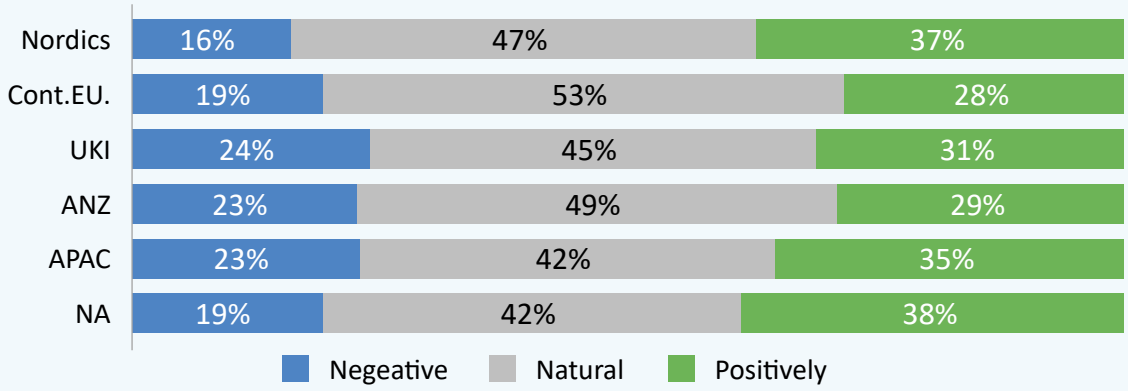


Figure 8. How do you expect the EV industry outlook to change over the coming 12-24 months?

Despite the positive outlook, fleet adopters are far from a tipping point with an EV integration strategy. Upwards of 40% of respondents surveyed in North America, UKI, and ANZ said they had no forward plan at all.

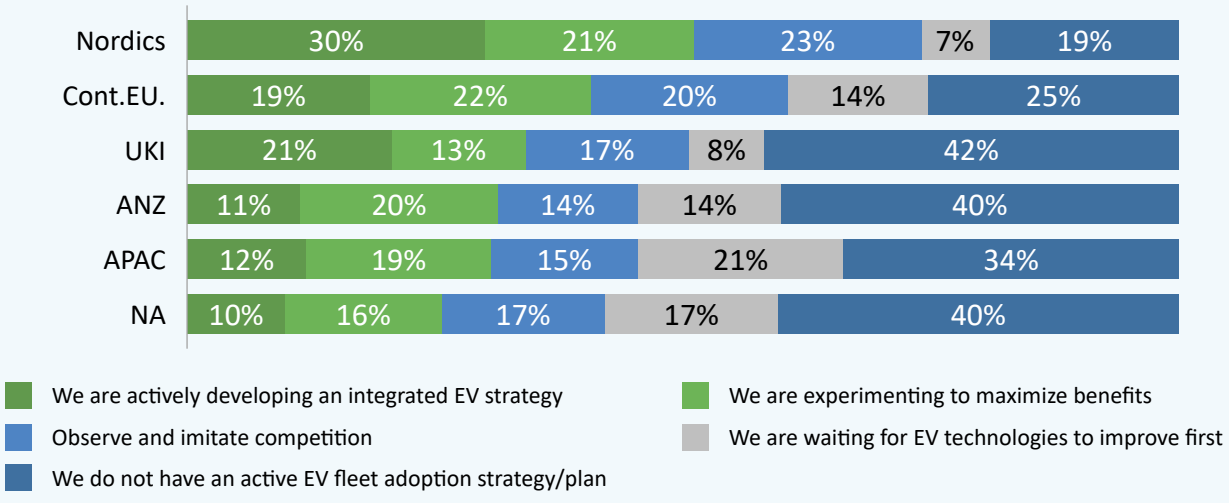


Figure 9. What is your company's strategy regarding EV fleet adoption?

Persistent charging challenges and logistical hurdles are slowing the pace of EV fleet adoption, compromising broader progress. When considering EV purchases, respondents across most regions pointed to range and charging infrastructure as the biggest factors, with the exception of ANZ, which ranked total cost of ownership as the top priority.

Top Priorities / Factors	NA	UKI	Nordics	Cont. EU.	APAC	ANZ
Range and charging options	63%	64%	68%	73%	74%	68%
Availability of charging infrastructure	67%	64%	64%	62%	67%	58%
Vehicle performance and reliability	60%	63%	62%	61%	60%	49%
Total cost of ownership	60%	59%	64%	61%	56%	70%
High barrier to entry (high costs)	56%	59%	51%	55%	51%	63%
Fleet management and advanced management features/telematics capabilities	44%	42%	40%	39%	43%	43%

Figure 10. Rank in order of importance from most to least the factors you consider when choosing an EV fleet.

Sustainability drives, reporting lags behind

Respondents across all regions are primarily motivated by net-zero goals and environmental sustainability. However, there are significant differences among the regions: While 84% of APAC respondents say environmental sustainability is their primary motivation for EV fleet adoption, only 58% of respondents in Continental Europe say the same, considerably lower than the global aggregate of 73%.

	ANZ	Nordics	NA	UKI	Cont. EU	APAC
Environmental sustainability/ reduced carbon footprint	74%	70%	72%	78%	58%	84%
Reducing operational costs	46%	53%	55%	57%	52%	45%
Achieve net-zero goals	31%	42%	46%	54%	42%	47%
Benefit from govt incentives and/or compliance with regulations	31%	37%	49%	47%	39%	46%
Improve brand image & customer perception	37%	47%	49%	40%	40%	42%
Preparation for rising gasoline & oil prices	40%	42%	45%	34%	36%	47%
Investor pressure	14%	19%	13%	14%	16%	10%

Figure 11. What is your primary motivation for adopting electric vehicle fleets?

In most regions, only around a quarter of respondents say their organization is currently reporting on EV adoption progress and emissions reduction targets, barring UKI (39%). The numbers are lower still for those integrating EV adoption as a core element of their sustainability strategy. North America (31%) leads in this area, while lagging behind the rest in reporting.

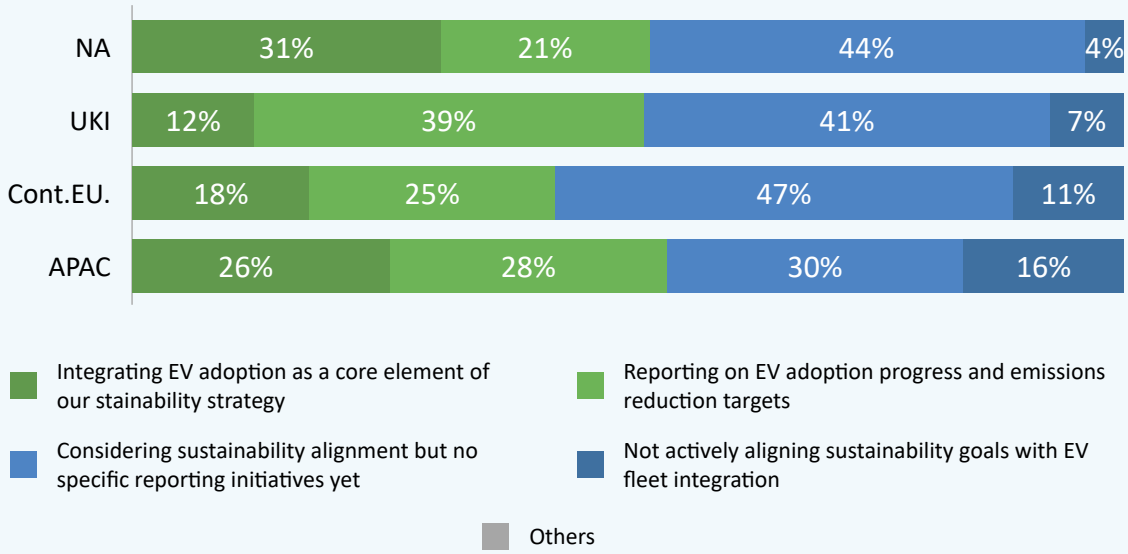


Figure 12. How are you aligning your sustainability goals and reporting with the integration of EVs into your fleet?
Note: Some regions are not shown due to n-count minimums.

In addition to sustainability benefits, fleet adopters also pointed to reducing operational costs as a primary motivation, perhaps reflecting a growing belief in the long-term cost savings of EVs. Around half of all regions said their top motivation for fleet adoption was to reduce operational costs.

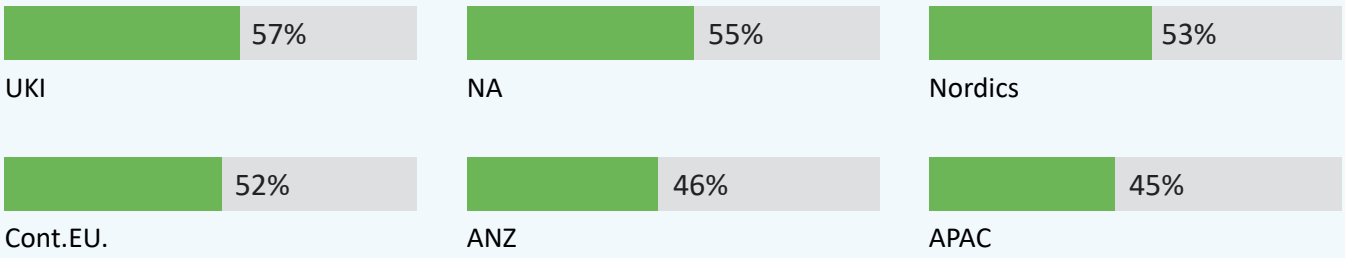


Figure 14. What is your primary motivation for adopting electric vehicle fleets?

Compared to EV consumer respondents, a higher percentage of fleet adopters we surveyed were willing to pay a premium for EVs compared to ICE, further evidence that fleet adopters may be more open to the benefits of operational cost reductions. Regionally, UKI respondents are the most likely to pay a premium, while ANZ is the most hesitant.

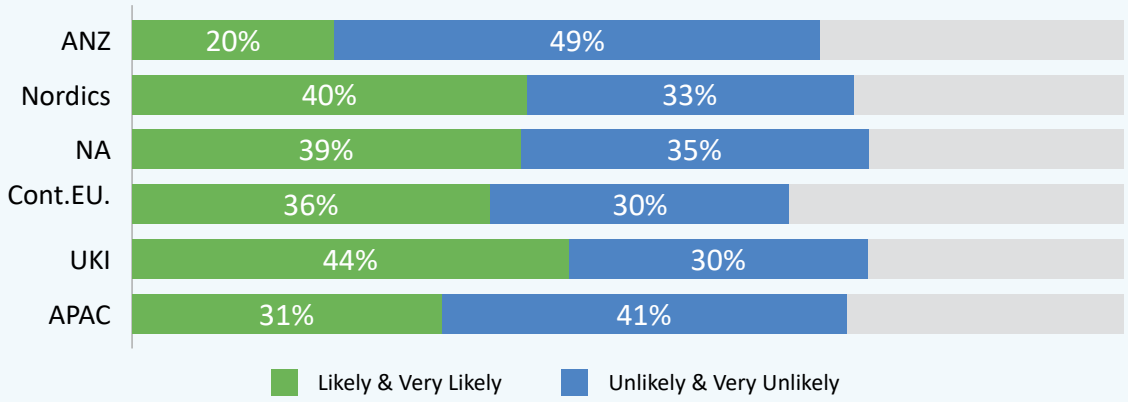


Figure 15. Would your business consider paying premium costs for electric vehicles compared to similar ICE vehicles to meet sustainability goals?

Of those that are willing to pay a premium, the majority are not willing to pay more than 10%. North America is evenly split, with half willing to pay more than 10%.

	NA	UKI	Cont. EU	APAC
Less than 10%	50%	58%	61%	61%
10% - 15%	42%	36%	31%	30%
16% - 25%	8%	6%	8%	9%
More than 25%	1%	0%	0%	0%

Figure 16. How much of a premium would you be willing to pay?
Note: Some regions are not shown due to n-count minimums.

A transformative future

Fleet adopters across the regions are heavily focused on ensuring a reliable charging infrastructure, essential for everyday use. Other technologies like telematics (use of wireless devices and black box technologies for real-time data transmission) play a smaller, but growing role in optimizing operations, efficiency, and vehicle performance.

About 40% of EV fleet adopters surveyed say they consider telematics a significant factor when evaluating an EV fleet. However, while most organizations surveyed have explored telematics in the past 12-24 months, very few are leveraging advanced telematics.

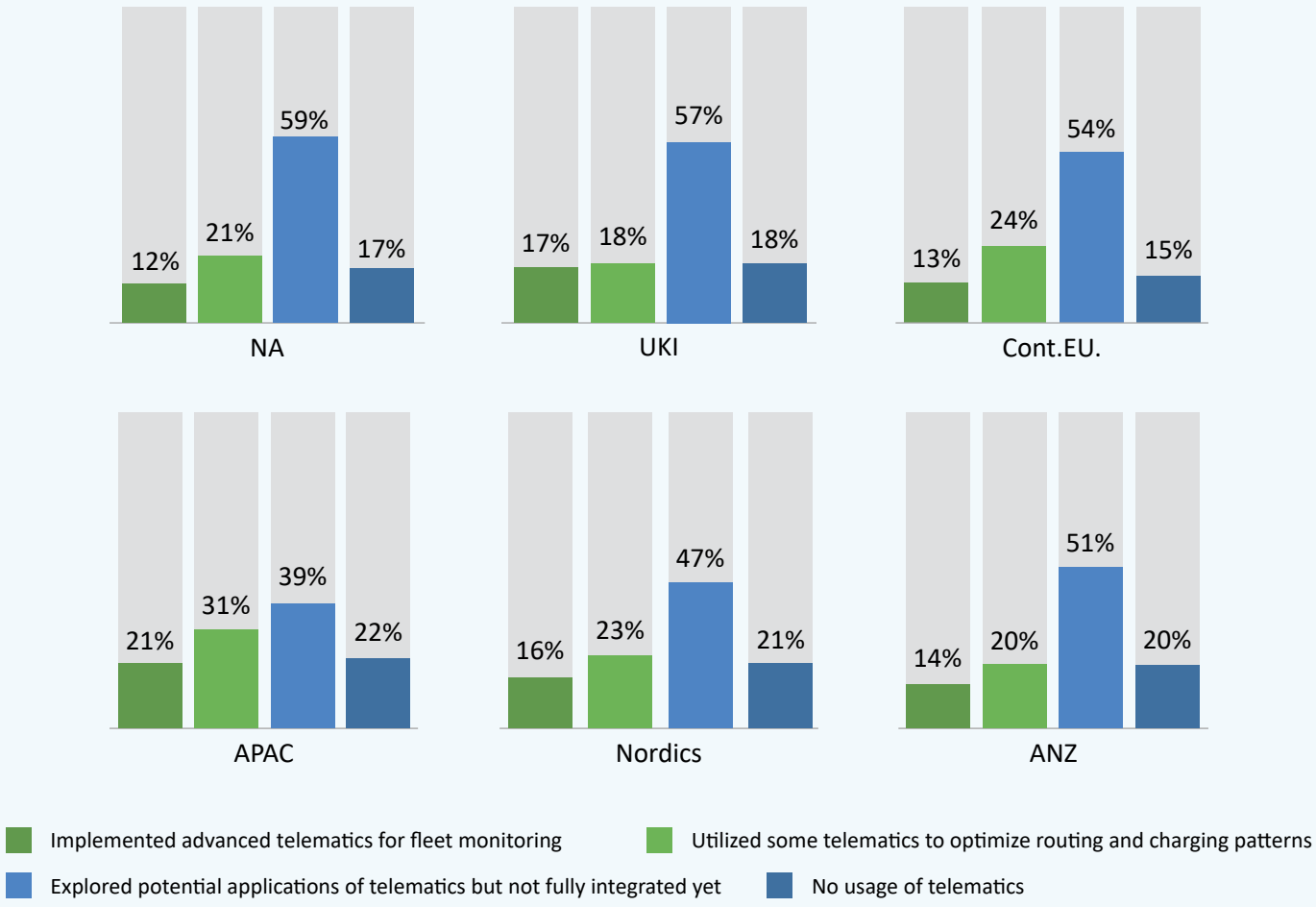


Figure 17. In what ways have you leveraged telematics (use of wireless devices and black box technologies for real-time data transmission) in the past 12-24 months?

Looking ahead, fleet adopters are not only focused on electrification but are surprisingly open to autonomous vehicles. Respondents in the APAC region lead the rest, with 45% saying they are optimistic or anticipate significant benefits from autonomous EVs in the future.

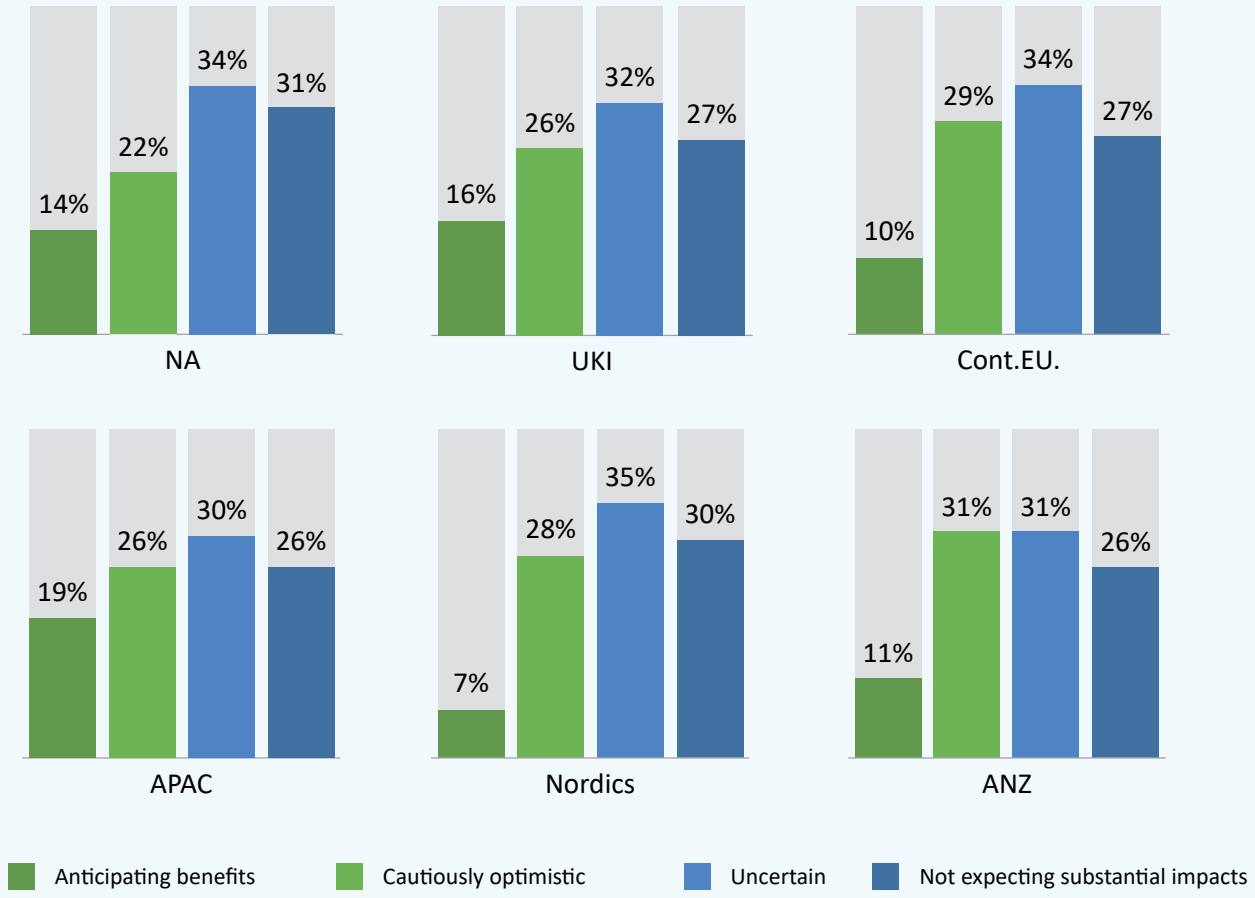


Figure 18. What are your expectations for how autonomous EVs will impact your fleet operations in the future?

EV ecosystem: Bridging challenges

The majority of fleet adopters across the regions say they're satisfied with the current level of collaboration among stakeholders across the EV ecosystem. There is significant variation, however; While only around a third of Nordics respondents reported satisfaction, 56% of UKI and North America respondents say they're satisfied.

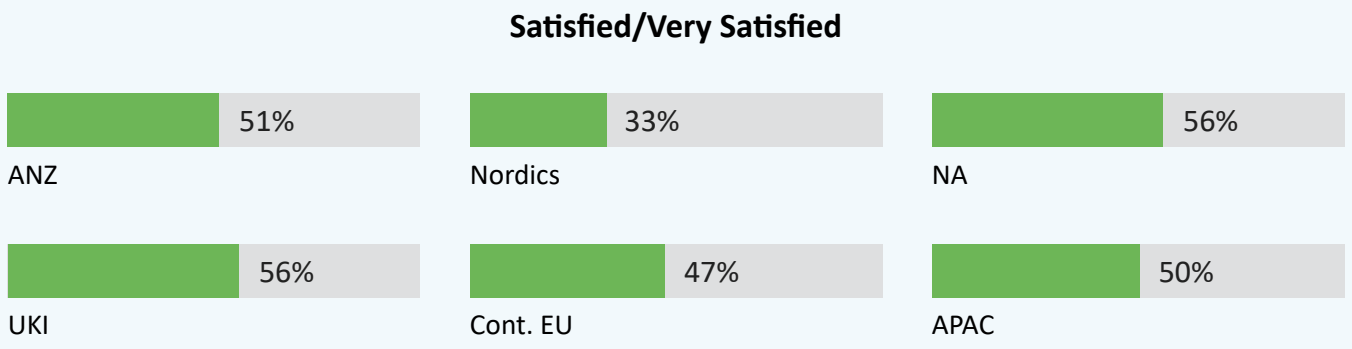


Figure 19. How satisfied are you with the current level of collaboration and coordination among stakeholders in the EV infrastructure ecosystem?

When it comes to government support, the majority of fleet adopters say they're satisfied with the policies and incentives governments have provided for EV charging infrastructure development, with the Nordics an exception once again (28%).

Government policies and incentives effectiveness

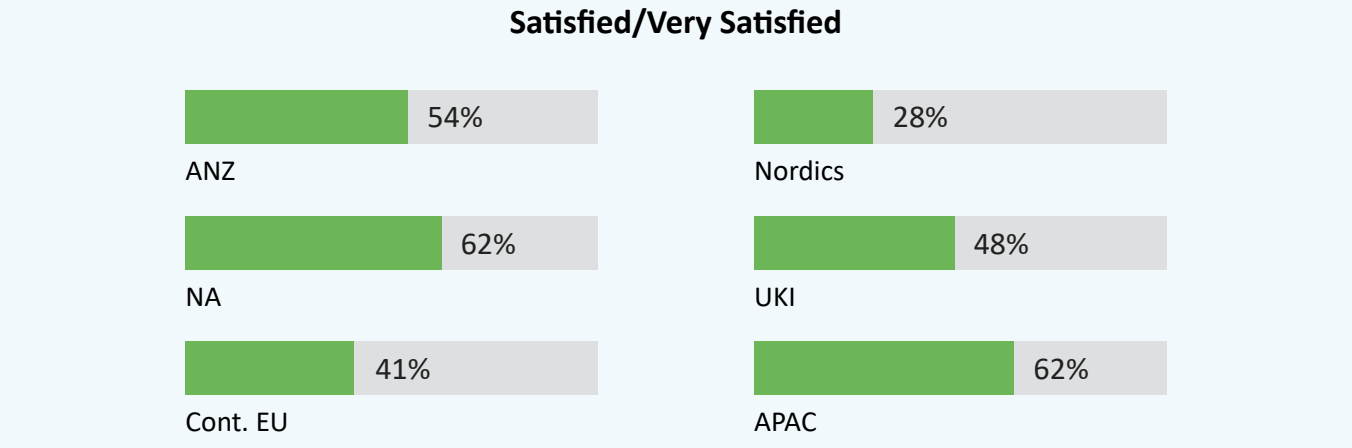


Figure 20. How satisfied are you with the level of government support in terms of policies and incentives for EV charging infrastructure development

Part 3: Country findings

Compared to regional responses, there was more pronounced variation among specific countries. This section examines these regional differences in greater detail.

Mixed expectations amid lingering challenges

Among all countries surveyed, some have a much more optimistic outlook on the EV industry in the coming 12-24 months: 57% of Chinese respondents surveyed see a more positive outlook, versus 21% in Ireland and 11% in Japan.

	US	Canada	UK	China	Ireland	India	Japan
Positive	39%	38%	36%	57%	21%	43%	11%
Neutral	42%	43%	38%	23%	58%	34%	63%
Negative	19%	19%	26%	20%	21%	23%	26%

Figure 21. How do you expect the EV industry outlook to change over the coming 12-24 months?

When it comes to fleet adoption, nearly half of Chinese respondents surveyed (49%) have undertaken EV fleet adoption initiatives vs 27% of US respondents. More than 40% of respondents in Japan, Ireland, Canada, UK and US say they have no strategy or plan at all, compared to just 11% of respondents in China.

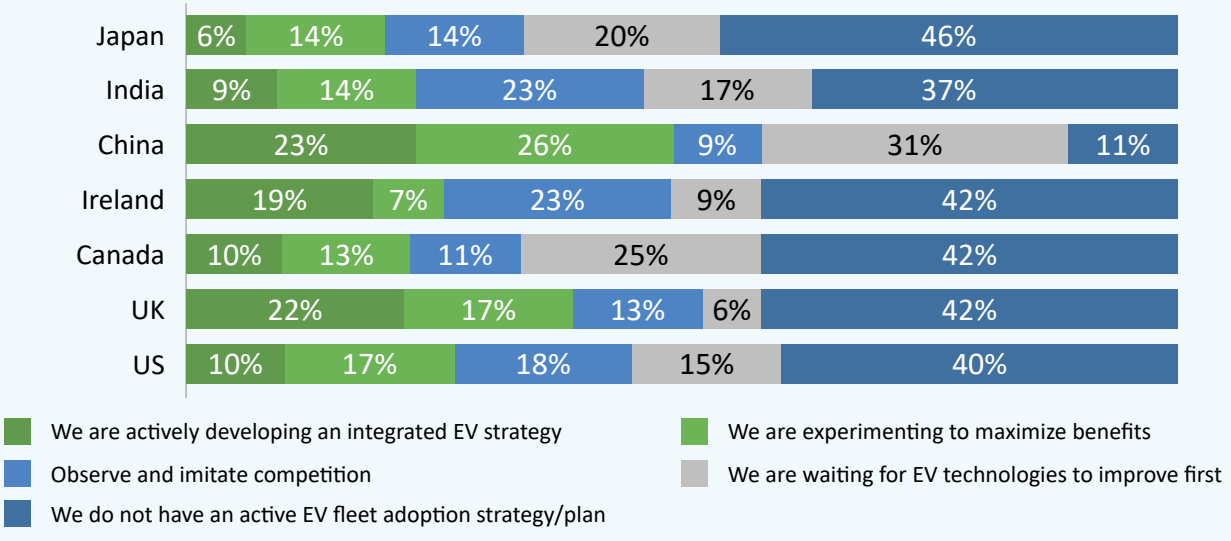
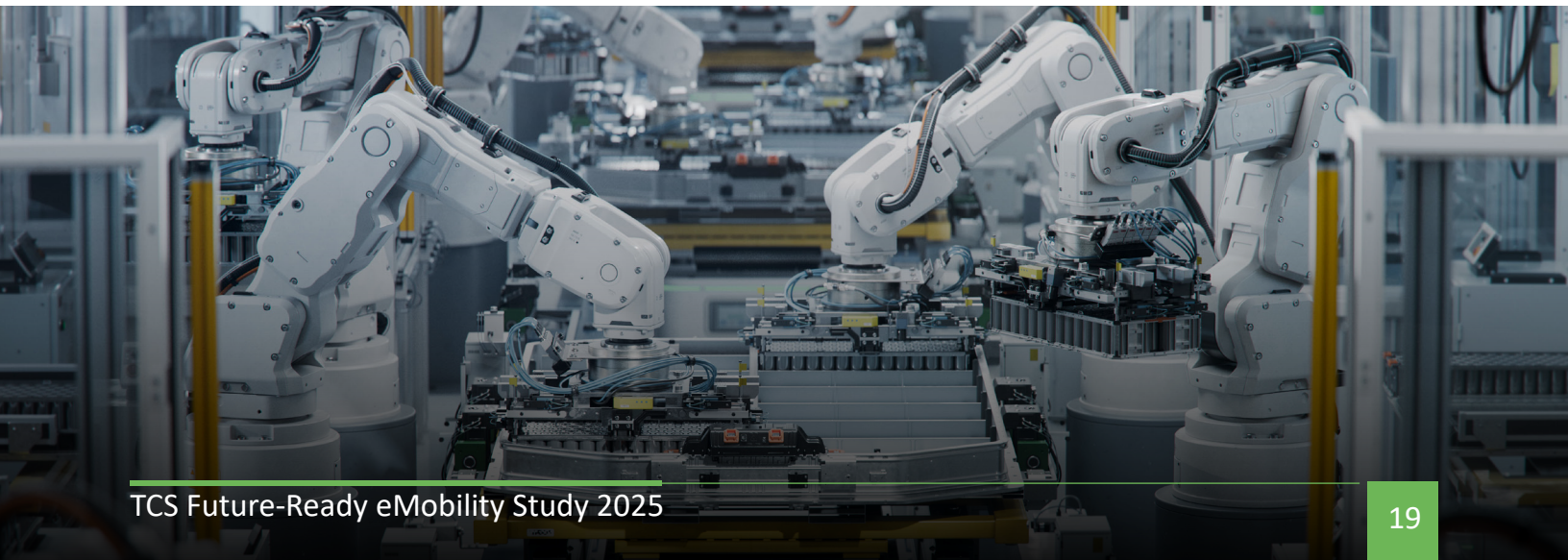


Figure 22. What is your company's strategy regarding EV fleet adoption?

Persistent charging challenges and logistical hurdles are slowing the pace of EV fleet adoption, compromising broader progress. When considering EV purchases, respondents across most countries pointed to range and charging infrastructure as the biggest factors. UK and India, however, both ranked vehicle performance and reliability as the top priority.

Top Priorities / Imp Factors	US	Canada	UK	Ireland	India	China	Japan
Range and charging options	62%	66%	63%	65%	67%	84%	74%
Availability of charging infrastructure	67%	66%	62%	68%	70%	70%	70%
Vehicle performance and reliability	61%	59%	65%	59%	71%	63%	57%
Total cost of ownership	60%	61%	60%	57%	49%	45%	59%
High barrier to entry (high costs)	55%	58%	55%	65%	47%	40%	54%
Fleet management and advanced management features/telematics capabilities	45%	38%	45%	36%	46%	48%	36%

Figure 23. Rank in order of importance from most to least the factors you consider when choosing an EV fleet.



Sustainability and costs reduction top adoption motivation

Respondents across all countries are primarily motivated by net-zero goals and environmental sustainability. All countries are at or above the global aggregate of 73%, with India survey respondents topping out at 91%.

	US	Canada	UK	Ireland	India	China	Japan
Environmental sustainability/ reduced carbon footprint	72%	72%	82%	72%	91%	89%	83%
Reducing operational costs	54%	57%	57%	56%	63%	60%	11%
Achieve net-zero goals	39%	71%	61%	42%	37%	77%	43%
Benefit from govt incentives and/or compliance with regulations	51%	43%	44%	51%	43%	60%	51%
Improve brand image & customer perception	52%	40%	40%	40%	37%	60%	34%
Preparation for rising gasoline & oil prices	48%	38%	40%	23%	54%	37%	57%
Investor pressure	13%	15%	14%	14%	3%	14%	9%

Figure 24. What is your primary motivation for adopting electric vehicle fleets?

In addition to sustainability benefits, most countries pointed to reducing operational costs as a primary motivation, perhaps reflecting a growing belief in the long-term cost savings of EVs. Between half and two-thirds of all countries said their top motivation for fleet adoption was to reduce operational costs with a notable exception: only 11% of Japanese respondents indicated reduced costs as a top motivator.

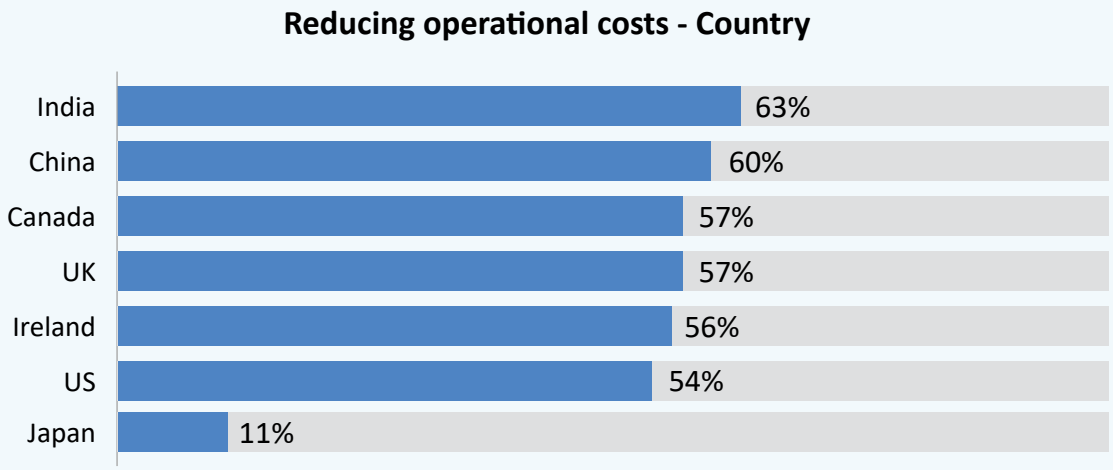


Figure 25. What is your primary motivation for adopting electric vehicle fleets?

Compared to EV consumer respondents, a higher percentage of fleet adopters we surveyed were willing to pay a premium for EVs compared to ICE, further evidence that fleet adopters may be more open to the benefits of operational cost reductions. Across the countries surveyed, UK respondents indicated they are the most likely to pay a premium, and China the most hesitant.

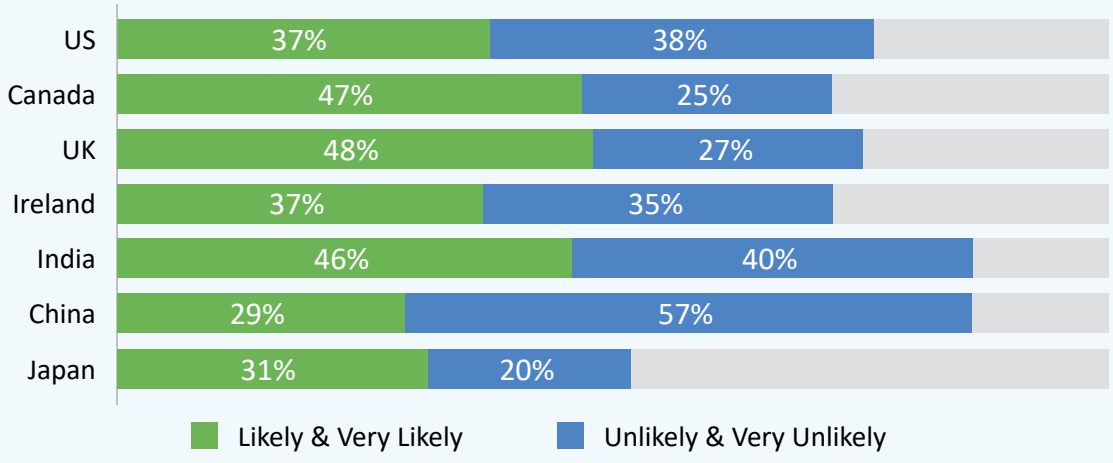


Figure 26. Would your business consider paying premium costs for electric vehicles compared to similar ICE vehicles to meet sustainability goals?

Of those that are willing to pay a premium, most are not willing to pay more than 10%. Respondents in Canada and the US are more evenly split, with half of the respondents in those countries willing to pay more than 10%.

	US	Canada	UK
Less than 10%	50%	50%	59%
10% - 15%	40%	44%	32%
16% - 25%	8%	6%	8%
More than 25%	1%	0%	0%

Figure 27. How much of a premium would you be willing to pay?
Note: Some countries are not shown due to n-count minimums.

Transformation on the horizon

Fleet adopters across the regions are heavily focused on ensuring a reliable charging infrastructure, essential for everyday use. Other technologies like telematics (use of wireless devices and black box technologies for real-time data transmission) play a smaller, but growing role in optimizing operations, efficiency, and vehicle performance.

Most organizations surveyed have explored telematics in the past 12-24 months, but very few are leveraging advanced telematics. In China, nearly three-fourths of respondents (71%) have either already implemented or utilized telematics, and India is close behind with 69%.

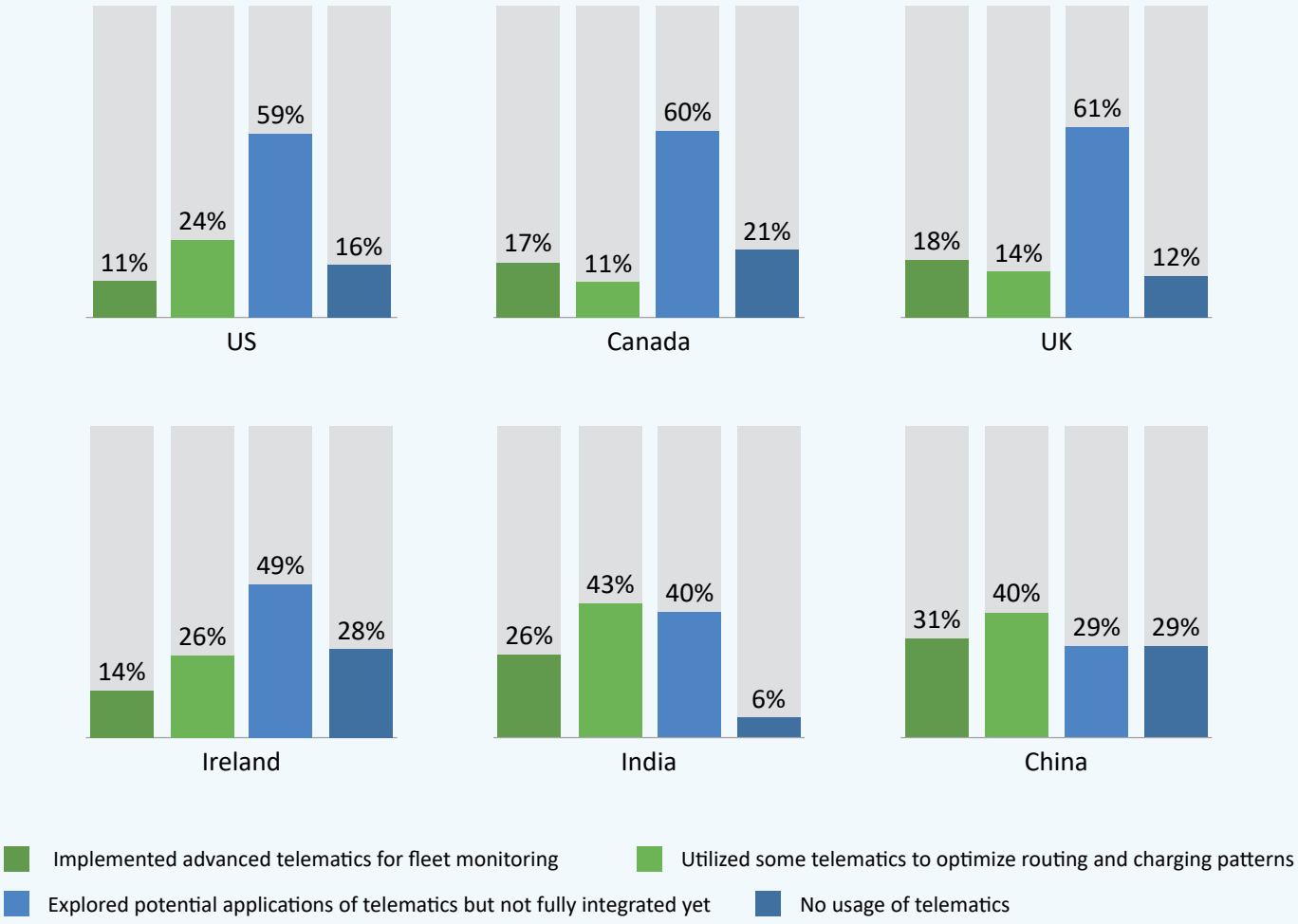


Figure 28. In what ways have you leveraged telematics (use of wireless devices and black box technologies for real-time data transmission) in the past 12-24 months?

Looking ahead, fleet adopters are not only focused on electrification but are surprisingly open to autonomous vehicles. Respondents in India (52%) and Canada (57%) lead the rest in optimism and anticipation for autonomous EVs in the future.

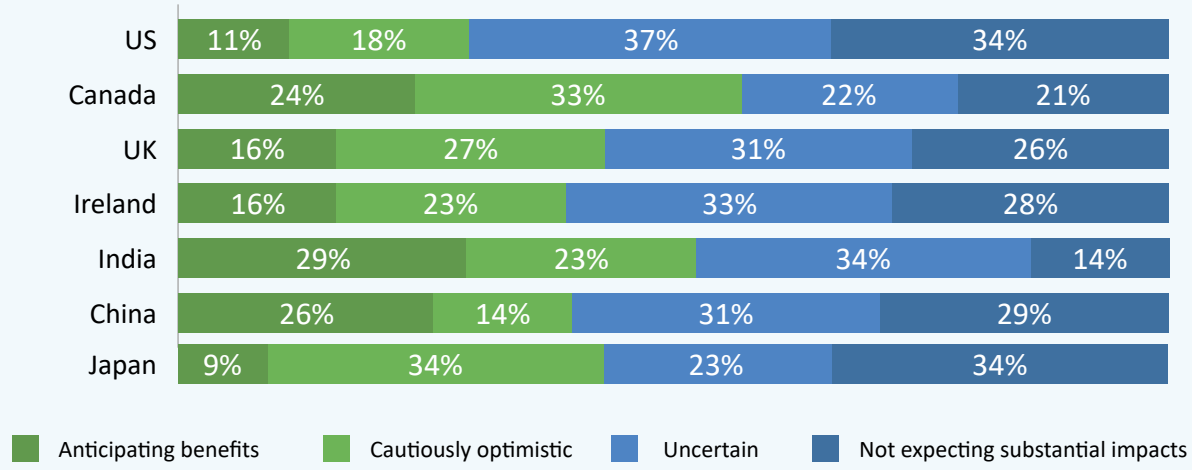


Figure 29. What are your expectations for how autonomous EVs will impact your fleet operations in the future?

Closing the collaboration gaps

The majority of fleet adopters across the regions say they're satisfied with the current level of collaboration among stakeholders across the EV ecosystem. There is significant variation, however; While only around 20% of Japanese respondents reported satisfaction, 71% of Chinese and 66% of UK respondents say they're satisfied.

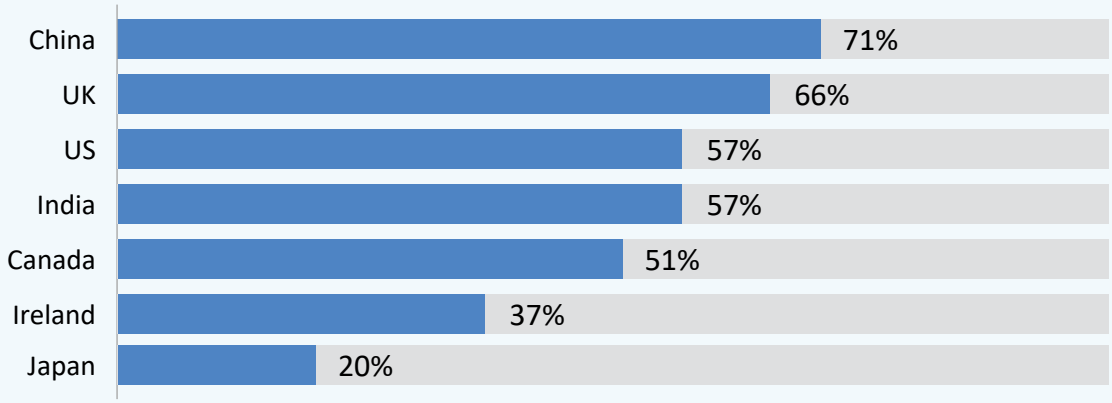


Figure 30. How satisfied are you with the current level of collaboration and coordination among stakeholders in the EV infrastructure ecosystem?

When it comes to government support, the majority of fleet adopters also say they're satisfied with the policies and incentives governments have provided for EV charging infrastructure development. Again, however, there is considerable variation, with only 28% of respondents surveyed in Ireland expressing satisfaction and 83% of China and 77% of India respondents.

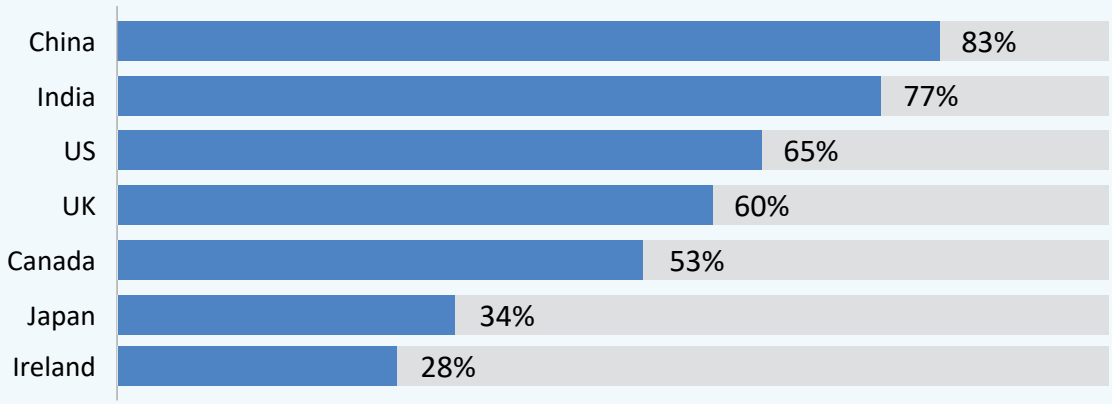


Figure 31. How satisfied are you with the level of government support in terms of policies and incentives for EV charging infrastructure development

Part 4: Industry findings

As with country responses, there were significant differences among industries. This section examines these sector differences in greater detail.

Perspectives differ on industry outlook

Surprisingly, some sectors that would appear to have the most to benefit from fleet adoption are the least optimistic. Only 12% of retail industry respondents and 22% of utilities industry respondents anticipate the industry outlook becoming more positive in the next 12-24 months. However, other clear beneficiaries are among the most optimistic, including respondents in the mobility as a service sector, along with the B2B and B2C travel and transportation sectors.

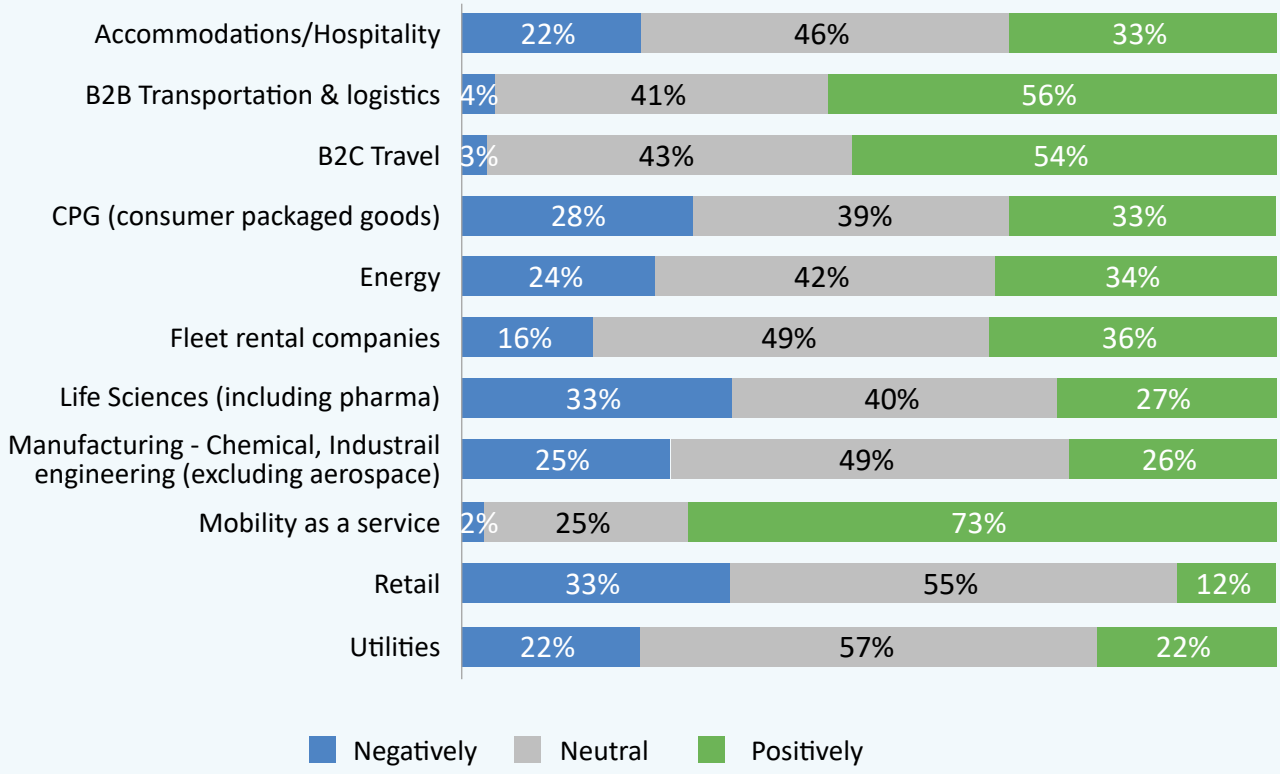


Figure 32. How do you expect the EV industry outlook to change over the coming 12-24 months?

When it comes to fleet adoption, around 80% of mobility as a service industry respondents have undertaken EV fleet adoption initiatives, and around 60% of B2B and B2C travel and transportation respondents have also done so. But more than 50% of respondents in utilities and energy sectors say they have no forward plan at all for fleet adoption.

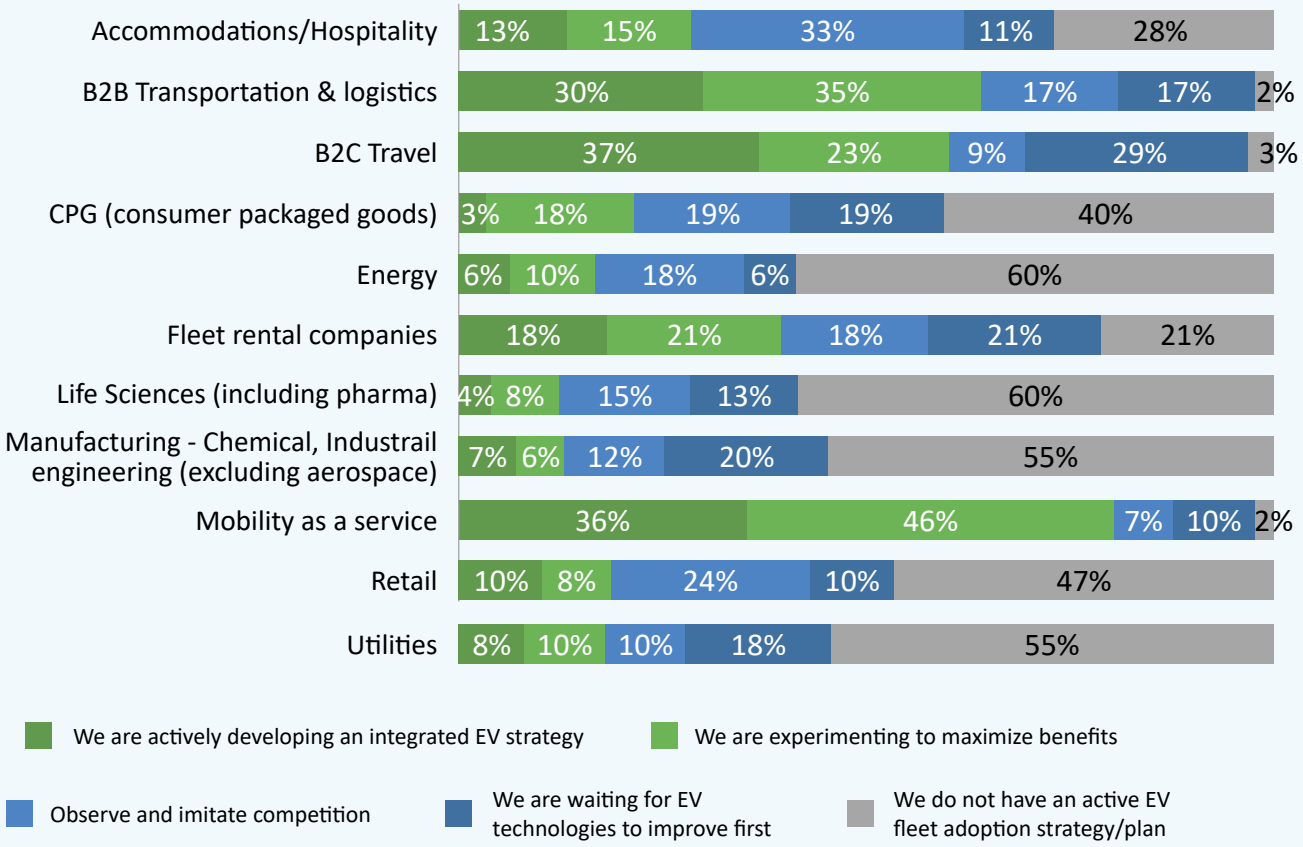


Figure 33. What is your company's strategy regarding EV fleet adoption?

Persistent charging challenges and logistical hurdles are slowing the pace of EV fleet adoption, compromising broader progress. When considering EV purchases, respondents across all industries pointed to range and charging infrastructure as the biggest factors.

	Top Priorities / Imp Factors					
	Range and charging options	Availability of charging infrastructure	Vehicle performance and reliability	Total cost of ownership	High barrier to entry (high costs)	Fleet management and advanced management features / telematics capabilities
Accommodations Hospitality	67%	61%	62%	65%	55%	40%
B2B Transportation & Logistics	70%	69%	58%	53%	57%	43%
CPG	65%	68%	57%	59%	54%	47%
Energy	65%	63%	56%	65%	60%	41%
Fleet Rental Companies	66%	66%	62%	62%	52%	43%
Life Sciences	67%	65%	61%	61%	57%	40%
Manufacturing	66%	69%	61%	56%	57%	40%
Mobility as a Service	69%	62%	65%	55%	51%	47%
Retail	68%	64%	62%	60%	54%	43%
Utilities	72%	68%	62%	54%	60%	34%
B2C Travel	68%	61%	64%	66%	49%	42%

Figure 34. Rank in order of importance from most to least the factors you consider when choosing an EV fleet.

Strong sustainability and cost reduction motivation

Like other EV stakeholders, fleet adopters across industries say they are primarily motivated by net-zero goals and environmental sustainability for EV adoption. Many industries are above the global aggregate of 73%, including the energy sector (78%) and utilities (82%).

	Top Priorities / Factors						
	Environmental sustainability / reduced carbon footprint	Reducing operational costs	Achieve net-zero goals	Benefit from govt incentives and / or compliance with regulations	Improve brand image & customer perception	Preparation for rising gasoline & oil prices	Investor pressure
Accommodations Hospitality	63%	61%	37%	50%	41%	43%	7%
B2B Transportation & Logistics	67%	56%	52%	52%	48%	44%	13%
CPG	83%	54%	42%	53%	54%	54%	17%
Energy	78%	44%	66%	48%	52%	30%	20%
Fleet Rental Companies	82%	51%	42%	38%	41%	47%	14%
Life Sciences	65%	46%	50%	38%	40%	25%	15%
Manufacturing	73%	48%	51%	51%	47%	42%	9%
Mobility as a Service	71%	64%	46%	46%	32%	39%	12%
Retail	65%	58%	49%	43%	43%	35%	13%
Utilities	82%	45%	47%	47%	37%	49%	14%
B2C Travel	66%	46%	31%	37%	46%	49%	11%

Figure 35. What is your primary motivation for adopting electric vehicle fleets?

In addition to sustainability benefits, industry respondents pointed to reducing operational costs as a primary motivation, perhaps reflecting a growing belief in the long-term cost savings of EVs. There were considerable differences among the industries; nearly two-thirds (64%) of mobility as a service industry respondents pointed to reducing operational costs versus 44% of energy respondents.

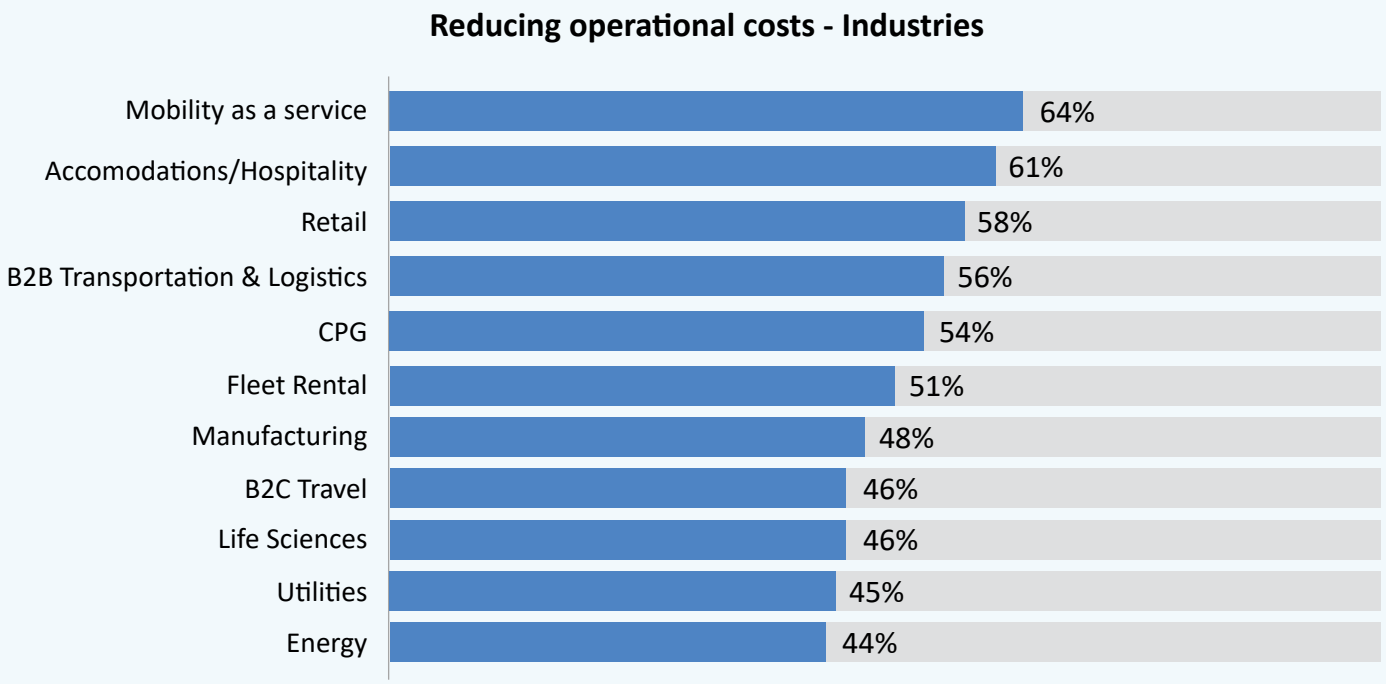


Figure 36. What is your primary motivation for adopting electric vehicle fleets?

Compared to EV consumer respondents, a higher percentage of fleet adopters we surveyed were willing to pay a premium for EVs compared to ICE, further evidence that fleet adopters may be more open to the benefits of operational cost reductions. Across the industries, manufacturing respondents were the most likely to say they would be willing to pay a premium.

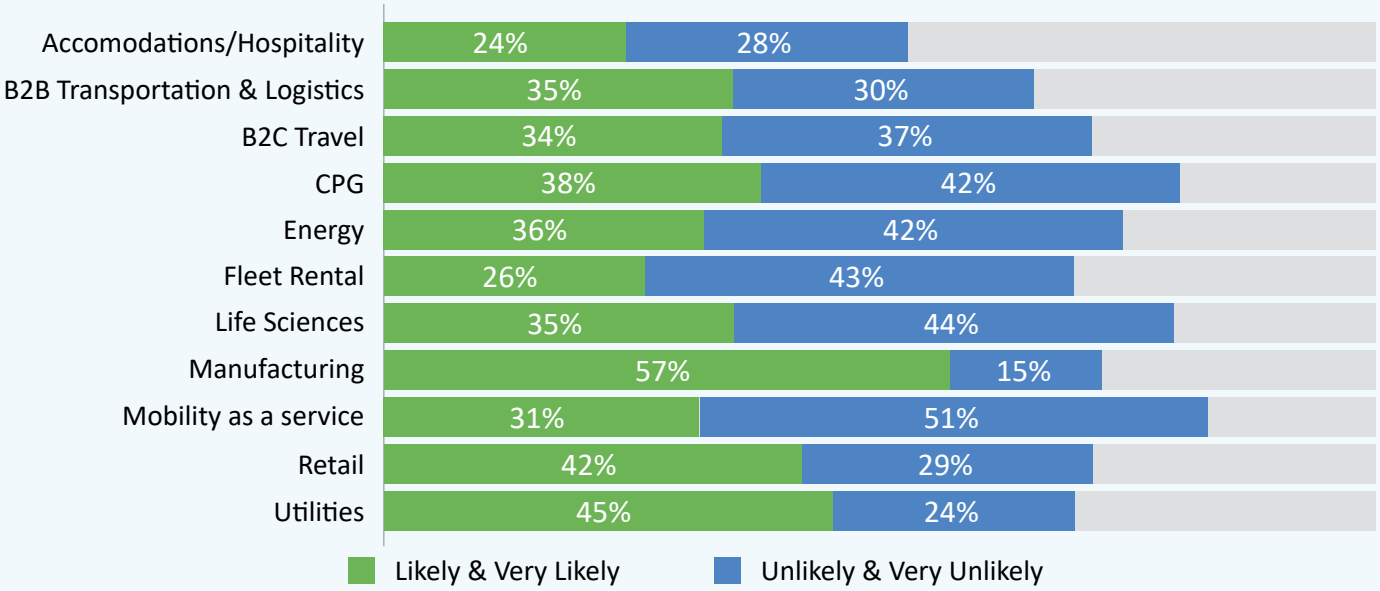


Figure 37. Would your business consider paying premium costs for electric vehicles compared to similar ICE vehicles to meet sustainability goals?

Of those that are willing to pay a premium, most are not willing to pay more than 10%. The CPG, accommodations/hospitality, manufacturing, and life sciences sectors are more evenly split, with around half of the respondents in those sectors willing to pay more than 10%.

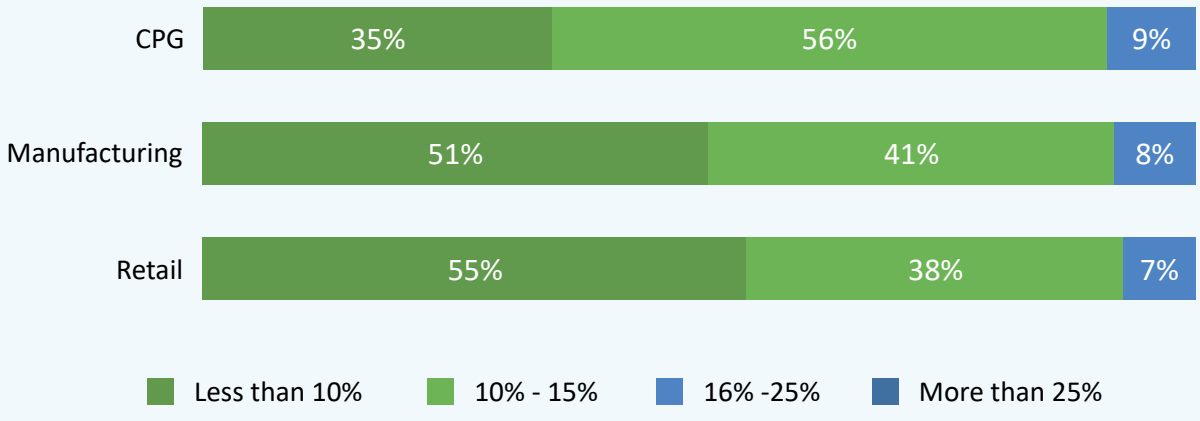


Figure 38. How much of a premium would you be willing to pay?
Note: Some countries are not shown due to n-count minimums.

Expanding technology innovation and transformation

For fleet adopters, charging infrastructure takes the immediate top priority, essential for making EVs a viable option for everyday use. Telematics plays a smaller but still vital role in optimizing operations, efficiency, and vehicle performance.

The majority of EV fleet adopter respondents have explored telematics (use of wireless devices and black box technologies for real-time data transmission) in the past 12-24 months. Mobility as a service leads with the rest of the sectors, with 46% saying they are already leveraging advanced telematics.

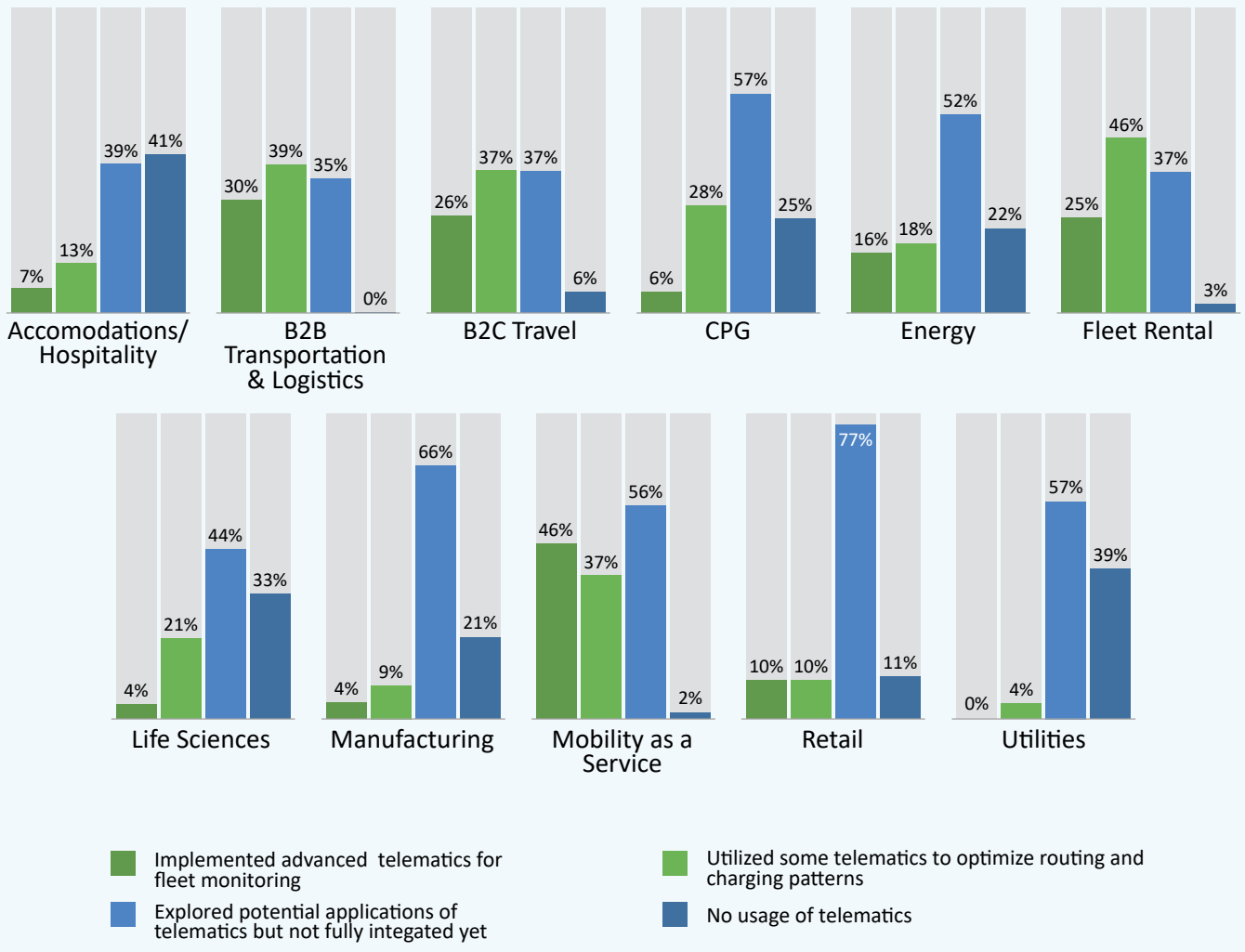


Figure 39. In what ways have you leveraged telematics (use of wireless devices and black box technologies for real-time data transmission) in the past 12-24 months?

Looking ahead, fleet adopters are not only focused on electrification but are surprisingly open to autonomous vehicles. Many fleet adopters globally say they are optimistic or anticipate significant benefits from autonomous EVs in the future. Once again, mobility as a service leads the sectors, with nearly all respondents expressing optimism and anticipation.

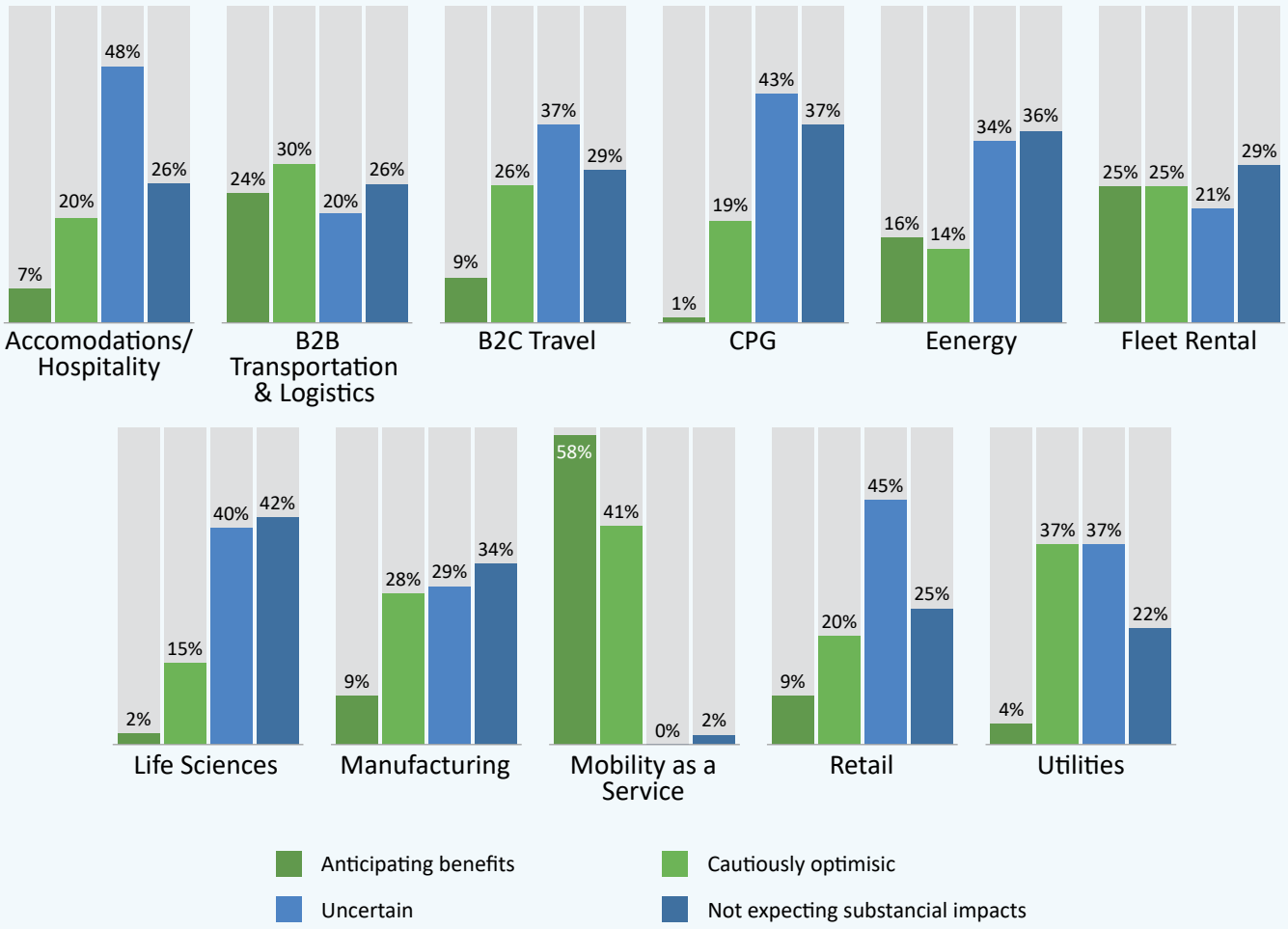


Figure 40. What are your expectations for how autonomous EVs will impact your fleet operations in the future?

A shared EV ecosystem

Collaboration among all stakeholders is essential for the EV industry to reach its full potential. Many fleet adopters across the industries say they're satisfied with the current level of collaboration among stakeholders.

However, there is wide variation, with more than two-thirds (69%) of B2C travel respondents expressing satisfaction compared to 46% of fleet rental companies.

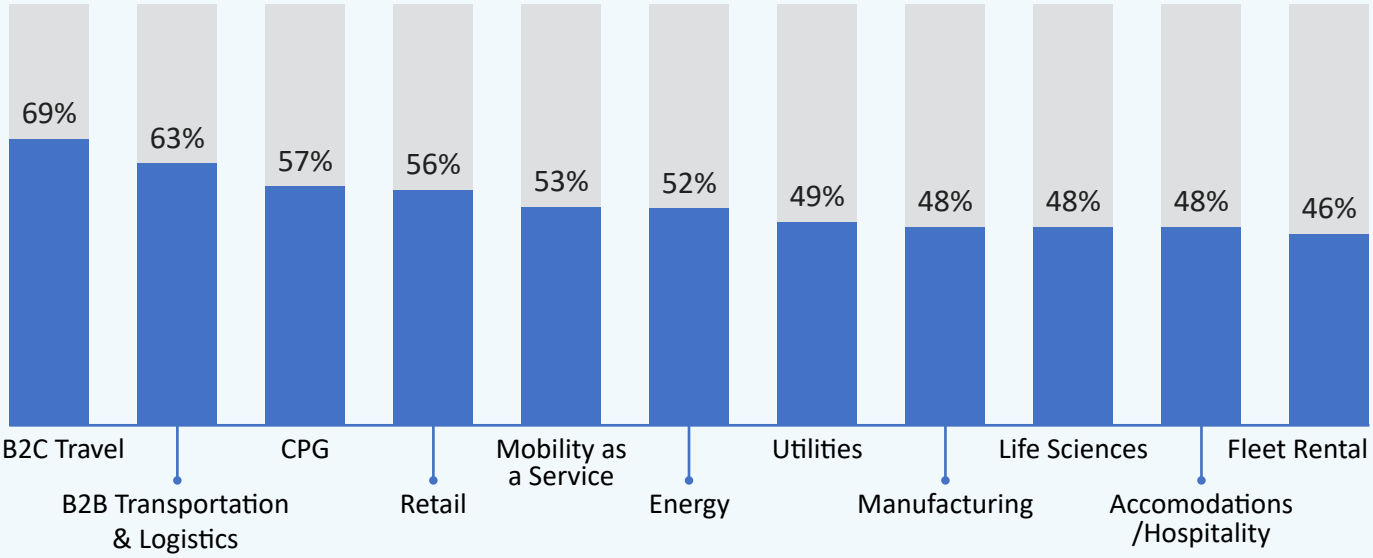
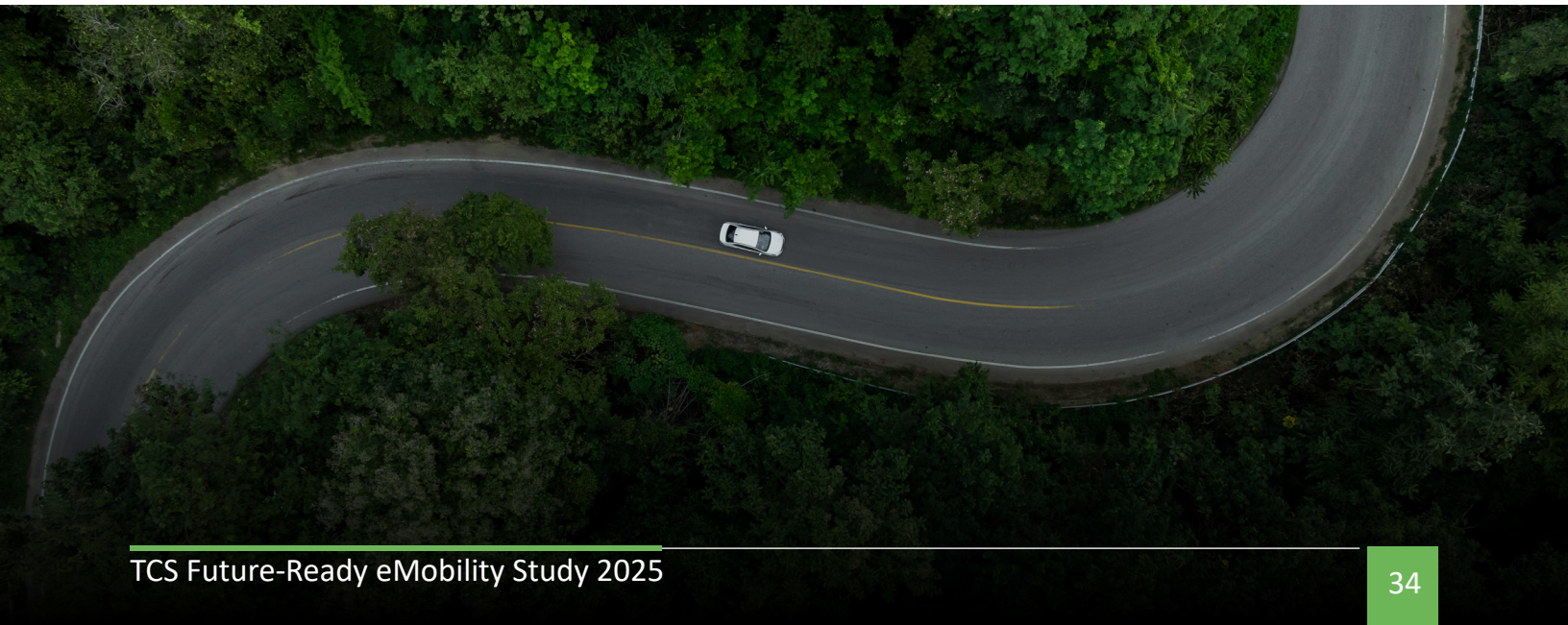


Figure 41. How satisfied are you with the current level of collaboration and coordination among stakeholders in the EV infrastructure ecosystem?



Around the globe, governments have stepped in to support the EV industry, with varying levels of subsidies, infrastructure, and policy frameworks to accelerate the EV transition.

Many fleet adopters across individual industries say they're satisfied with the policies and incentives governments have provided for EV charging infrastructure development. There is a sizable spread: nearly two-thirds of CPG respondents (65%) report satisfaction, compared to 46% of accommodations and hospitality companies.

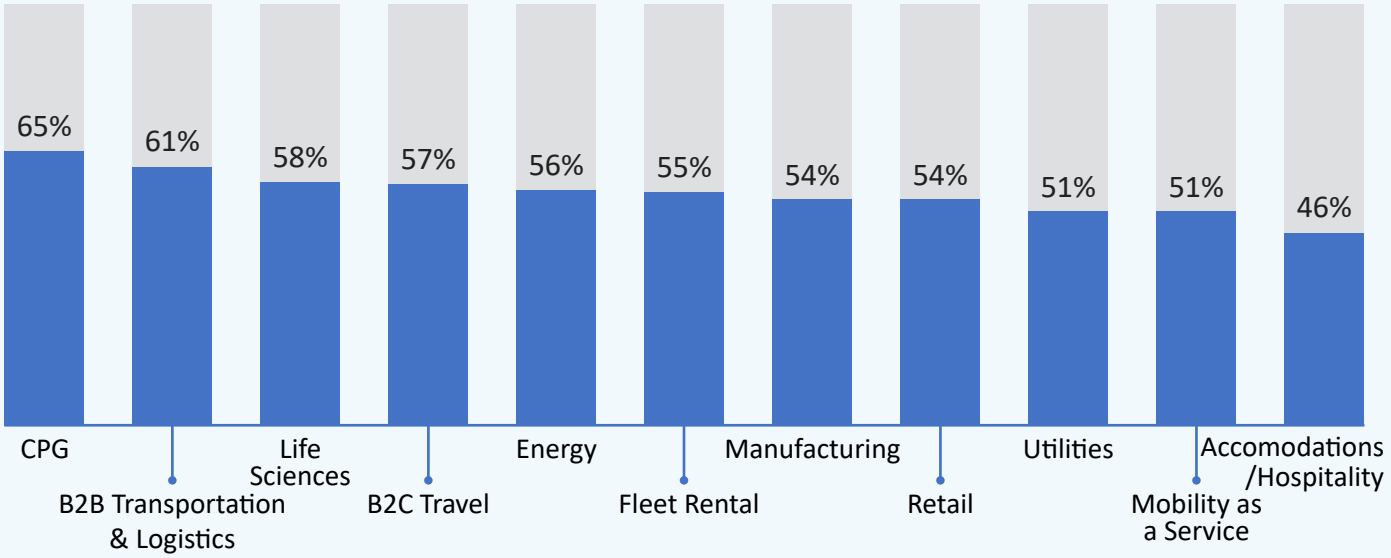


Figure 42. How satisfied are you with the level of government support in terms of policies and incentives for EV charging infrastructure development

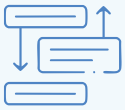
Next steps: Strategic focus areas for EV fleet adopters

Our analysis of the survey results found that EV fleet adoption is growing, but progress is uneven across industries. One area where industries converge centers on the need for expanded charging infrastructure, which all sectors agree is key to scaling success. Strategic partnerships and transparent reporting to demonstrate environmental and cost benefits could also further accelerate progress.

To help set a course for future growth, fleet adopters can focus on strategic areas, including:

Creating an integrated EV strategy to assess sustainability benefits and measure these outputs in alignment with reporting goals

Identifying and preparing for opportunities within the EV secondhand market, using deterministic valuation models and certification



Driving consensus for a set of priorities to be addressed with government and local authorities to motivate speedy adoption of EV fleets

Focusing on effective transition planning and execution

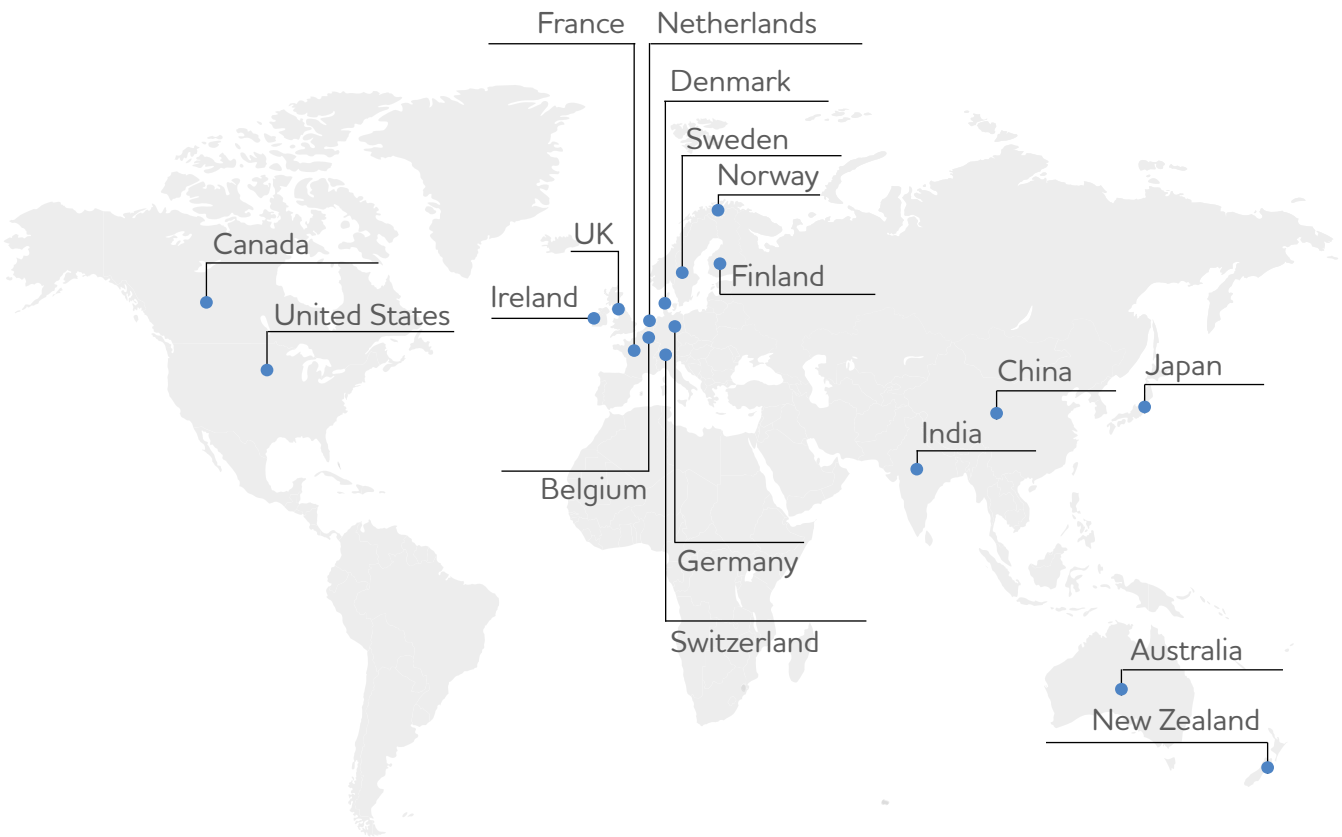
Study demographics

EV Fleet Adopters

Fleet Adopters
“the Dispatchers" (n=700)

- Retail (99)
- B2C travel (35)
- B2B transportation & logistics (54)
- Accommodations & hospitality (46)
- CPG (89)
- Energy (50)
- Manufacturing (89)
- Life sciences (52)
- Fleet rental (76)
- Utilities (51)
- Mobility as a service (59)

Country representation



About the study

Driven by TCS Manufacturing, the TCS Future-Ready eMobility Study 2025 explores how essential stakeholder segments in the EV ecosystem are navigating the electric mobility transition. Between August - September 2024, the TCS Thought Leadership Institute conducted a muti-segment 60-question survey of 1,308 respondents representing EV manufacturers, charging infrastructure builders, commercial EV fleet adopters, consumer EV shoppers, and EV influencers from across 18 countries and 12 industries.

Some data presented will not add up to one hundred percent due to rounding, and not every answer is included in the findings reported.

Since 2009, the TCS Thought Leadership Institute has initiated conversations by and for executives to advance the purpose-driven enterprise. Led by Serge Perignon, the Thought Leadership Institute conducts primary research to deliver forward-looking and practical insights around key business issues to help organizations achieve long-term, sustainable growth. For more information, visit tcs.com/insights/global-studies

TCS Future-Ready Mobility

As the world accelerates toward electric mobility, TCS is committed to enabling manufacturers and other EV stakeholders to navigate the evolving landscape and thrive in this defining era. Our future-ready mobility vision is rooted in technological innovation, strategic collaboration, and deep domain expertise.

TCS drives transformative change across the mobility value chain, spanning vehicle design and development, gigafactory planning and execution, digital platform enablement, deployment of generative AI solutions, and hyper-personalized customer experiences. With a focus on driving sustainable mobility and delivering measurable value, TCS partners with customers to shape a bold and sustainable future. For more information, visit: tcs.com/what-we-do/industries/manufacturing

For the most up-to-date content and news, download the 'TCS Perspectives' app for your iOS and Android device.

Download on the App Store

Google play

About Tata Consultancy Services

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is a digital transformation and technology partner of choice for industry-leading organizations worldwide. Since its inception in 1968, TCS has upheld the highest standards of innovation, engineering excellence and customer service.

Rooted in the heritage of the Tata Group, TCS is focused on creating long term value for its clients, its investors, its employees, and the community at large. With a highly skilled workforce of over 607,000 consultants in 55 countries and 180 service delivery centres across the world, the company has been recognized as a top employer in six continents. With the ability to rapidly apply and scale new technologies, the company has built long term partnerships with its clients – helping them emerge as perpetually adaptive enterprises. Many of these relationships have endured into decades and navigated every technology cycle, from mainframes in the 1970s to Artificial Intelligence today.

TCS sponsors 14 of the world's most prestigious marathons and endurance events, including the TCS New York City Marathon, TCS London Marathon and TCS Sydney Marathon with a focus on promoting health, sustainability, and community empowerment. TCS generated consolidated revenues of US $30 billion in the fiscal year ended March 31, 2025. For more information, visit www.tcs.com