

E-Mobility in Fleets 2021

Study on Electric Vehicles and Plug-In Hybrids as Company Cars

April 2021



E-Mobility in Fleets 2021

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- New PC registrations and development of fuel shares in True Fleets
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- Forecast of alternative fuels for 12 months

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- Billing options for „e-fueling“
- Use and opportunities of alternative mobility and company bikes

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- Brand image in terms of technological progress
- Favorite E & PHEVs by fleet size and fleet structure

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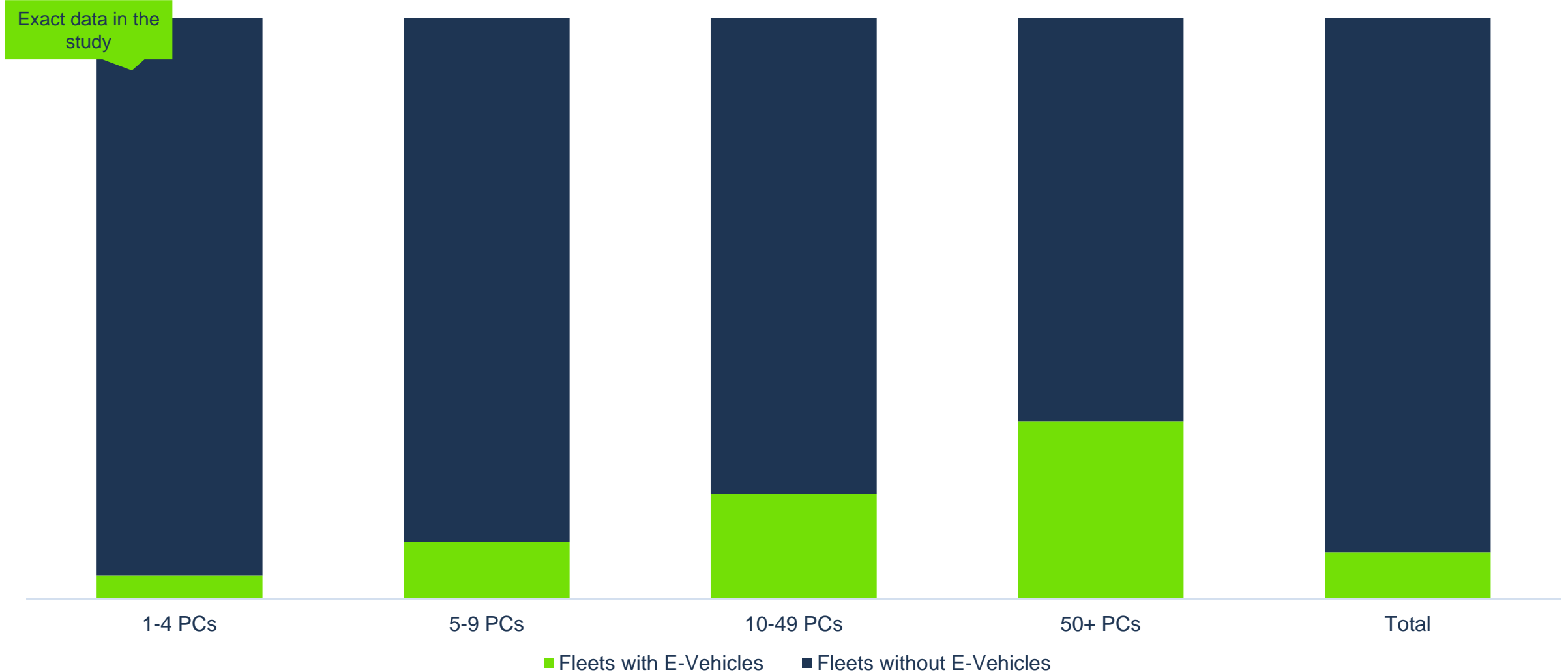
- Current development and status quo in True Fleets
- Where is the greatest potential for e-transporters? (industry, fleet size, etc.)
- Advantages and purchase barriers of e-transporters in fleets

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E-Mobility in Fleets 2021: Excerpt from Module 1

Fleets with E-vehicles in car parc by fleet size



E-Mobility in Fleets 2021: Excerpt from Module 2

Consulting quality of manufacturers, dealers, and leasing companies regarding alternative powertrains



Fleet managers' evaluation of the consulting quality of car manufacturers, dealers, and leasing companies is an important indicator for locating and improving their own weak points in customer communication.

The following charts show the topics on which fleet managers would like more information from the respective provider.

E-Mobility in Fleets 2021: Excerpt from Module 3

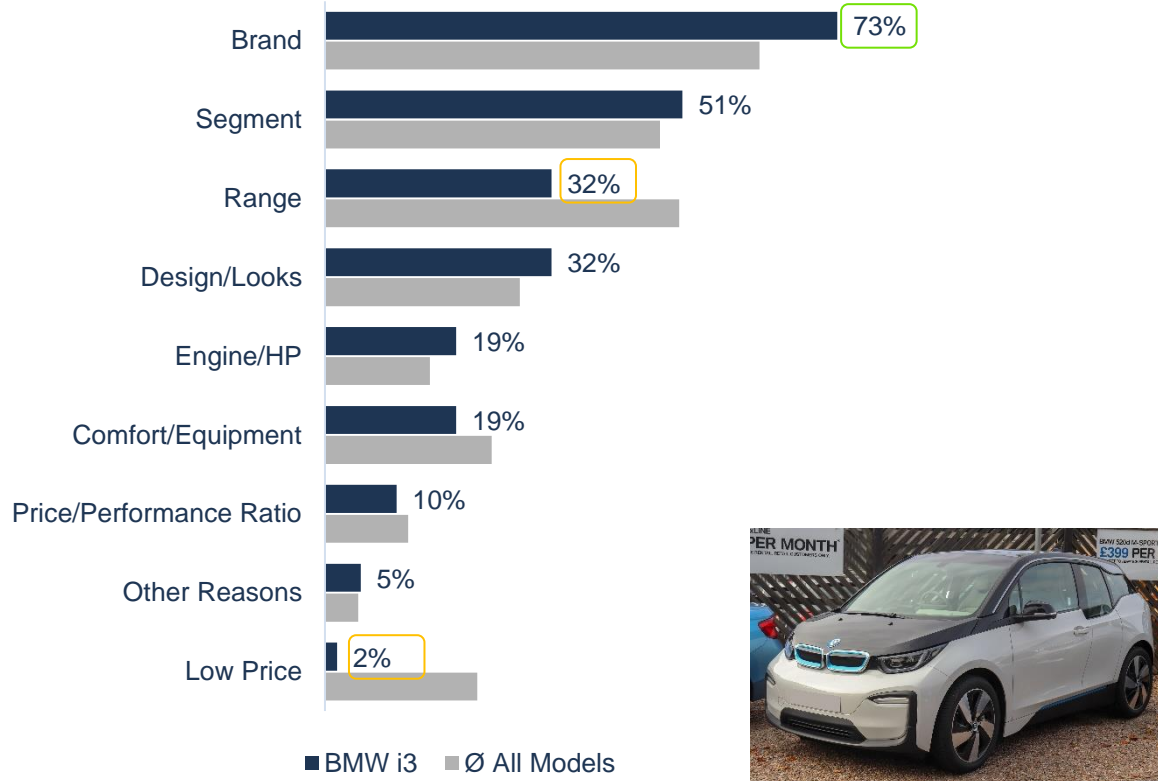
Selection criteria for 14 E- und 14 PHEV-models

Rank 7 (14%) BMW i3

Small car / 307 km range / from € 39,000



The i3 is chosen primarily because of the popularity of the BMW brand. Range and low price are not the main factors in the selection process.

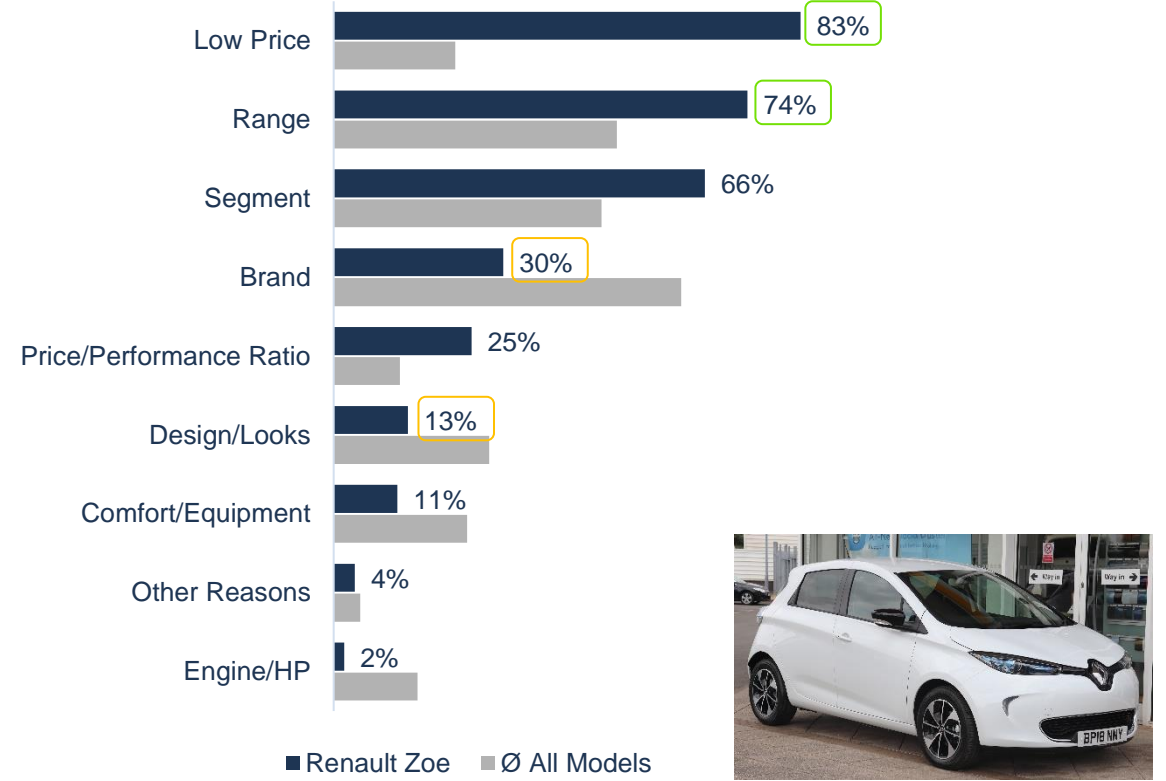


Rank 8 (12%) Renault Zoe

Small car / 353 km range / from € 29,990



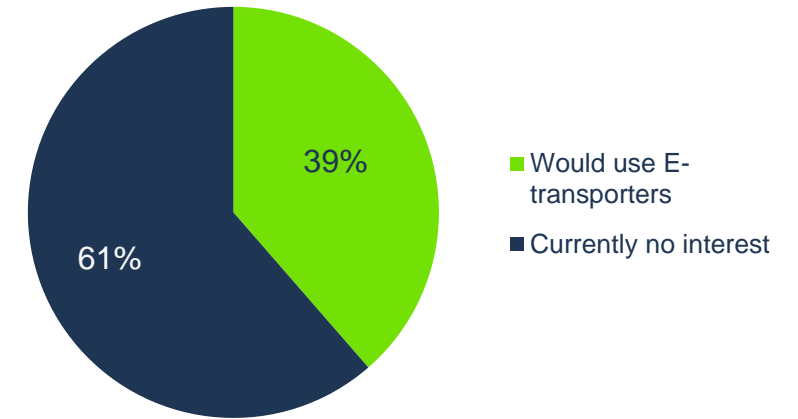
The Renault Zoe can score points primarily with its price and range. Brand and appearance are rarely decision criteria.



E-Mobility in Fleets 2021: Excerpt from Module 4

Can you imagine using E-transporters in your company?

More than one in three fleet managers
can imagine using
e-transporters!



Even if the current number of e-transporters in companies is very low, there is great potential and interest on the part of fleet managers to use them in the future!

- This potential varies significantly depending on the industry (see following chart).

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Dataforce Study: E-Mobility in Fleets 2021				
	1	2	3	4
Module	Market Analysis & Forecast	E & PHEVs in Fleets	Brand Image & Prices	E-Transporters in Fleets
Data	Registrations & Forecast	Fleet Manager Survey	Fleet Manager Survey	Fleet Manager Survey
Content	PC Registrations and Forecast Alternative Powertrains	Requirements and Challenges of the Purchase of E & PHEVs	E & PHEV Brand, Model and Price Evaluation	E-Transporters in Fleets
Single Purchase	€ 3,200		€ 2,400	€ 850
PCV Module	€ 5,100			
Overall Study	€ 5,800			

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- Module 4:** E-Transporters in Fleets (€ 850 net)
- PC Module:** Market Analysis & Forecast + E & PHEVs in Fleets + Brand Image & Prices (€ 5,100 net)
- Overall Study:** Market Analysis & Forecast + E & PHEVs in Fleets + Brand Image & Prices + E-Transporters in Fleets (€ 5,800 net)

Company _____

Name _____

E-Mail _____

Phone _____

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