

Leasing Analysis 2020

LEASING



Management Summary

Study Design

Analysis Part I: FleetBase[®] Profile evaluation

- Leasing shares: Total, by industry, by region
- Leasing shares: Car brands
- Competition analysis: Penetration (total and by region)

Analysis Part II: Ad-hoc Survey

- *Additional module: Annual mileage (including changes due to COVID 19)*
- Leasing period by industry, hierarchical level, etc.
- Services incl. customer satisfaction evaluation for consulting, contract processing etc.
- Powertrain – Trends in fleets



Leasing 2020: Exclusive insight

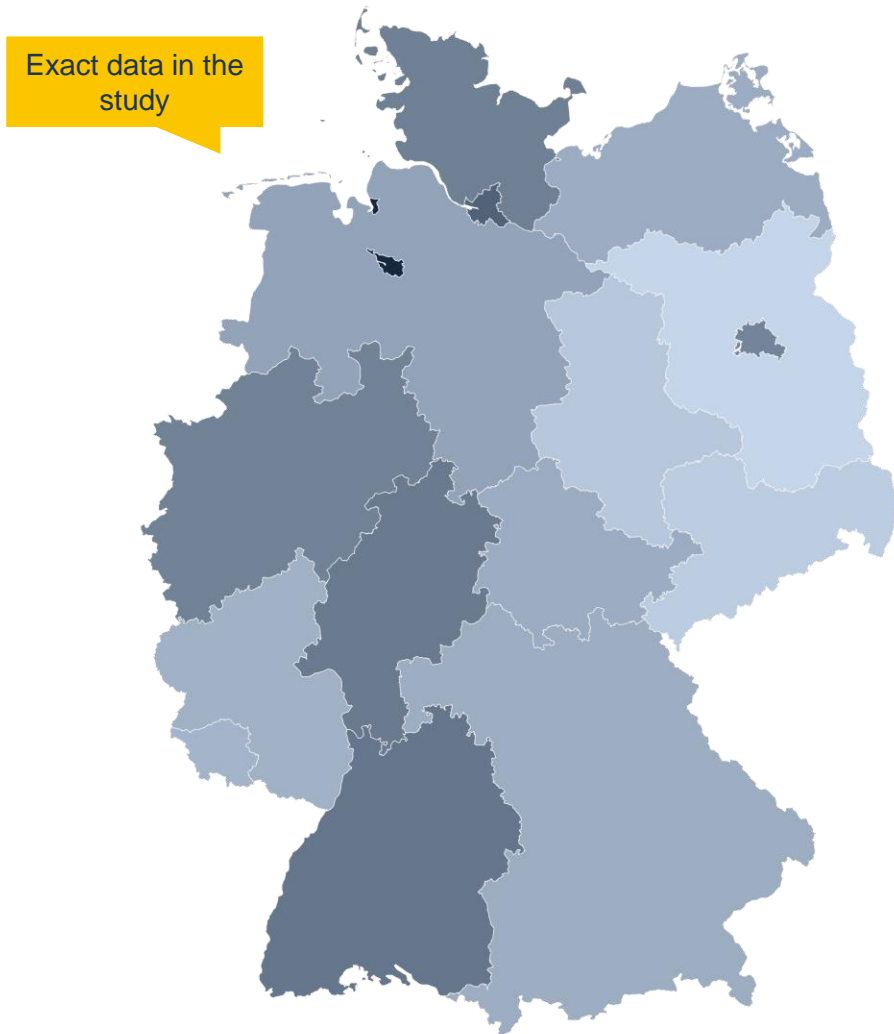
Overview cars & vans

Fleet size	Share 1		Share 2		Share 3	
	Share of leasing fleets		Share of leased cars & leased vans in all fleets		Share of leased cars & leased vans in fleets that lease	
	2020	2019	2020	2019	2020	2019
1-4 cars & vans	<h2>You will find all data in the analysis</h2>					
5-9 cars & vans						
10-49 cars & vans						
50-99 cars & vans						
100+ cars & vans						
Total	x%	55.7%	x%	48.6%	x%	67.9%

- Share 1: Share of fleets leasing at least one car and / or van in the fleet
- Share 2: Share of leased cars and vans in relation to the total number of cars and vans in all fleets
- Share 3: Share of leased cars and vans in fleets that lease cars and/or vans

Leasing 2020: Leasing shares by region

Overview cars & vans, share 2: Share of leased cars and vans in relation to the total number of cars and vans in all fleets

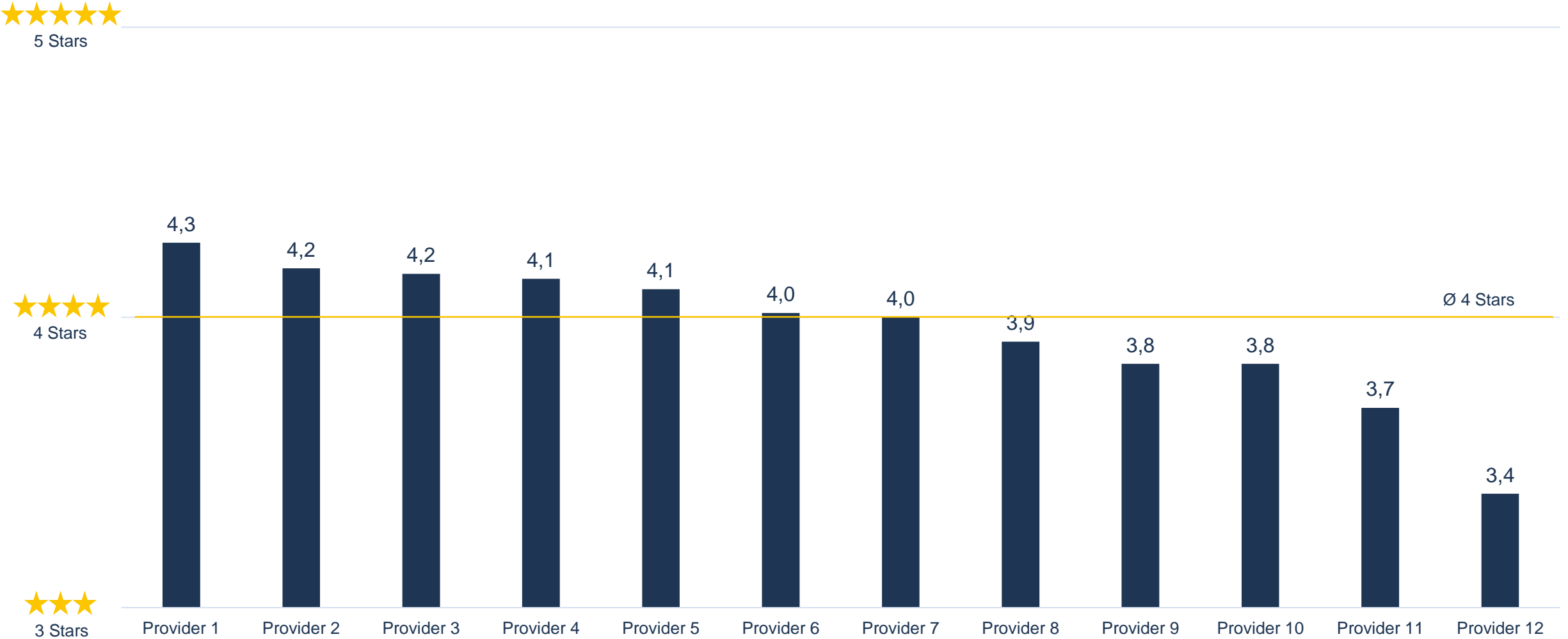


Detailed explanations and interpretations for each chart can be found in the analysis

- Description & Interpretation Text 1
- Description & Interpretation Text 2
- Description & Interpretation Text 3

Leasing 2020: Exclusive insight

How satisfied are you overall with your leasing partner?



Leasing 2020: Exclusive insight

How satisfied are you with the individual components at your leasing partner?

Leasing Provider 1

Rank 1



4,2 Stars

Consulting and customer service
Rank 2



4,0 Stars

Leasing rate
Rank 3



3,8 Stars

Contract processing and vehicle acceptance
Rank 2



4,1 Stars

Vehicle return
Rank 1



4,1 Stars



Leasing Provider 4

Rank 4



3,8 Stars

Consulting and customer service
Rank 5



3,8 Stars

Leasing rate
Rank 6



3,6 Stars

Contract processing and vehicle acceptance
Rank 5



3,9 Stars

Vehicle return
Rank 3

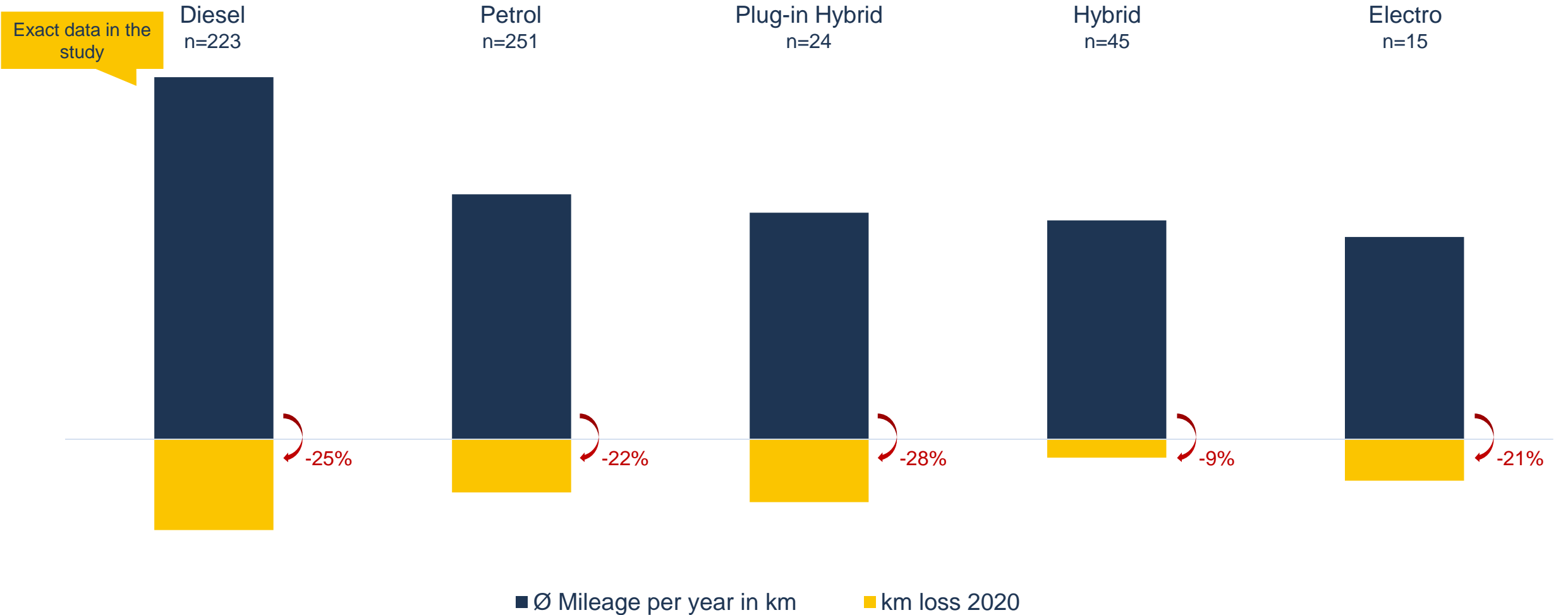


3,8 Stars



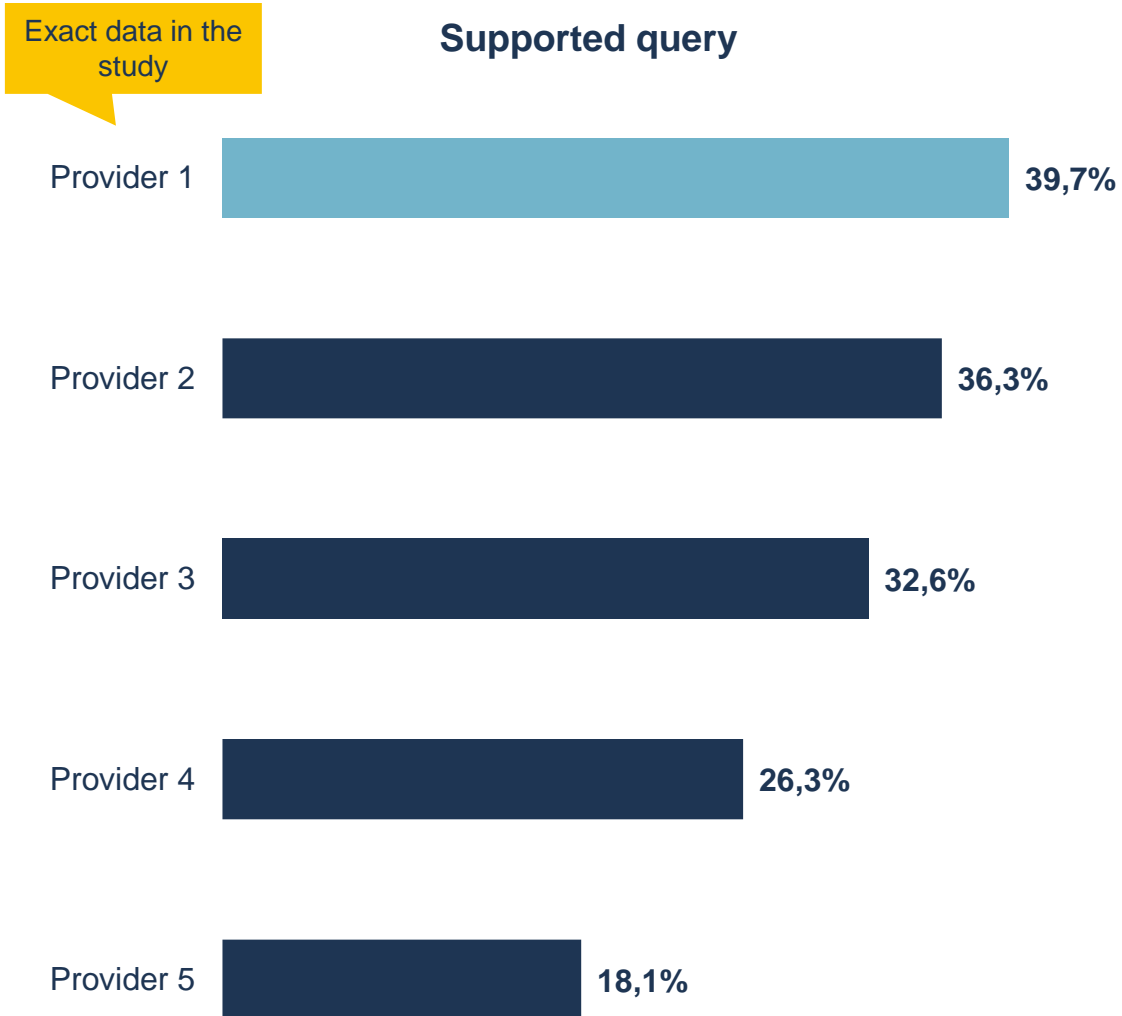
Leasing 2020: Exclusive insight - Mileage

How many kilometers will you cover with your company car in the current calendar year (2020)?
How many kilometers would you have covered in 2020 without the effects of the Corona pandemic?



Private Leasing: Exclusive insight - Awareness of leasing providers

Which (of these) leasing providers do you know? Aided and unaided familiarity.



More than every **third person** knows none of the **19 Leasing providers**

Men know significantly more leasing providers than women

Leasing Analysis 2020: Module and cost overview

Topics, scope and costs of our modules

	Leasing Analysis 2020	Mileage Analysis 2020	Private Leasing 2020
Module Name	Basis	Mileage	Private Leasing
Focus	Fleet Leasing	Mileage per fuel type	Private Leasing
Content	Profile evaluation + ad-hoc survey of fleet managers	Ad-hoc survey company car driver	Ad-hoc survey of private motorists
Sample size	17.800 Profile + 325	561	1.027*
Number of Pages	70	15	30

*Data from 2019

Package Name	Content	Cost	Re-order	Early Bird
Package 1	Basis	3.600 €	3.350 €	3.400 €
Package 2	Mileage	1.200 €	1.050 €	1.150 €
Package 3	Private Leasing	2.750 €	2.450 €	2.600 €
Package 4	Basis + Mileage	4.200 €	3.800 €	4.000 €
Package 5	Basis + Private Leasing	5.500 €	4.950 €	5.200 €
Package 6	All	6.100 €	5.500 €	5.800 €

Leasing Analysis 2020: Order Form

Order online [here](#)



- Package 1 (Basis) – 3.600 € [3.350 € Re-Orderer]
- Package 2 (Mileage) – 1.200 € [1.050 € Re-Orderer]
- Package 3 (Private Leasing) – 2.750 € [2.450 € Re-Orderer]
- Package 4 (Basis + Mileage) – 4.200 € [3.800 € Re-Orderer]
- Package 5 (Basis + Private Leasing) – 5.500 € [4.950 € Re-Orderer]
- Package 6 (All) – 6.100 € [5.500 € Re-Orderer]

Company _____

Name _____

Email _____

Phone _____

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