

User Chooser Study 2020

November 2020



User Chooser Study 2020 Content

Content

Study design and sources

Analysis Part I: The User Chooser and how the company car is selected

- Shares and potential
- Sample composition
- User choosers characteristics – the 5 types of user chooser
- Car Policy (specifications and satisfaction of the user chooser)
- Relevance of information sources (before the acquisition)
- Decision criteria (brand, fueltype etc.)

Analysis Part II: Brand Choice and Loyalty

- Brand's distribution, fueltypes and gross prices
- Brand and model loyalty

Analysis Part III : Alternatives – fueltypes

- User Chooser's knowledge level: unresolved questions?
- Willingness to change
- Pros and Cons: use as company car

Management Summary & Recommendations for action



User Chooser Study 2020: Exclusive insight

Classification of customer types by acceptance or refusal on proposed statements

Exact information in the study

20% | XXX
xxxxxxx



The unemotional sceptic

xxxxxxx

12%

X%

The price conscious

An affordable price and low fuel consumption play a major role for choosing a company car. Alternative fuel types are no option for them, mainly due to the doubtful environmental performance. They tend to work in smaller companies from the service sector.

The frequent driver

They see the company car as a working tool, so reliability, safety and high driving comfort are very important to them. Fuel consumption is not a high consideration as it is predominately paid for by the company.

The list price of the company car is clearly above average.

X%

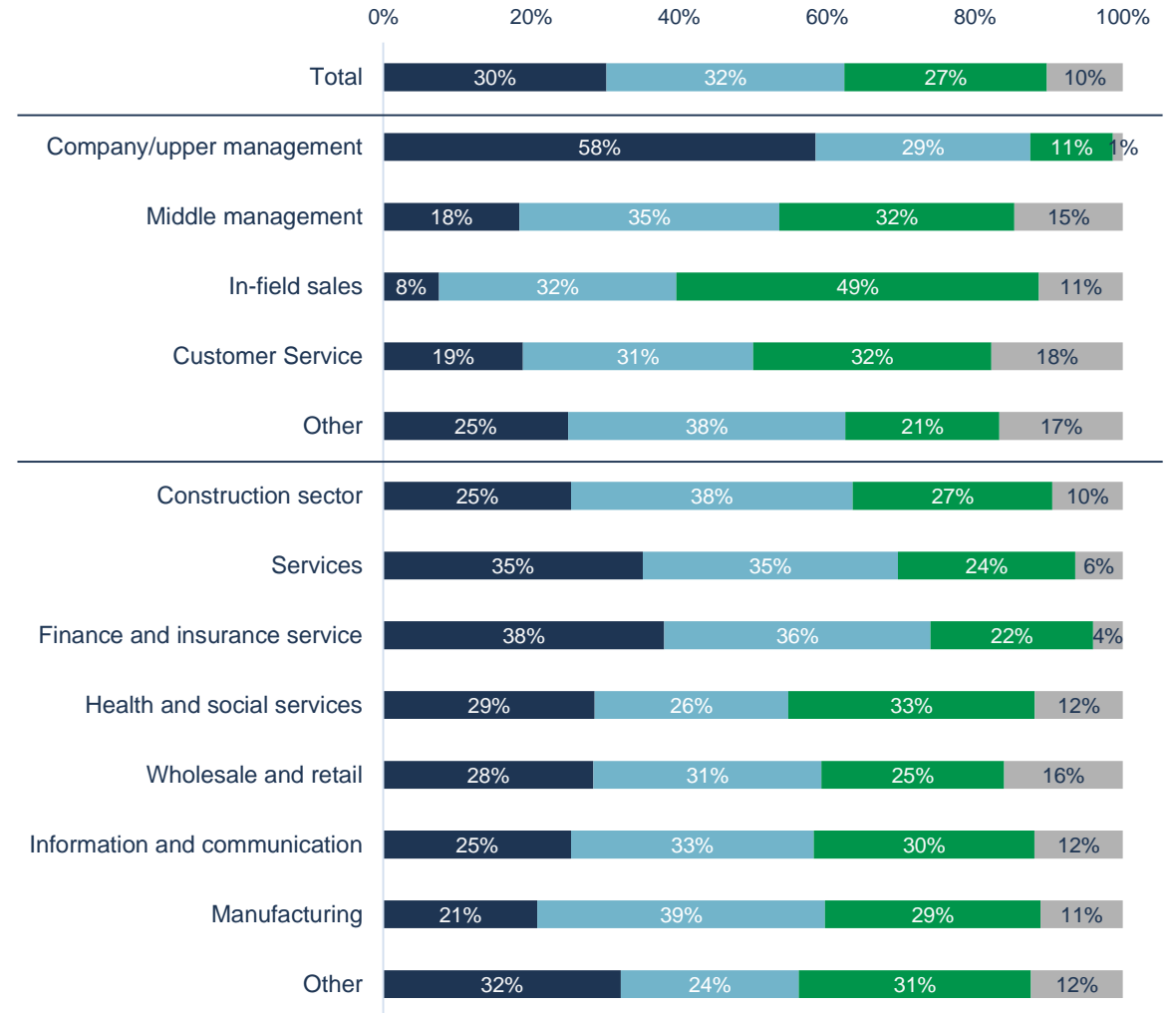
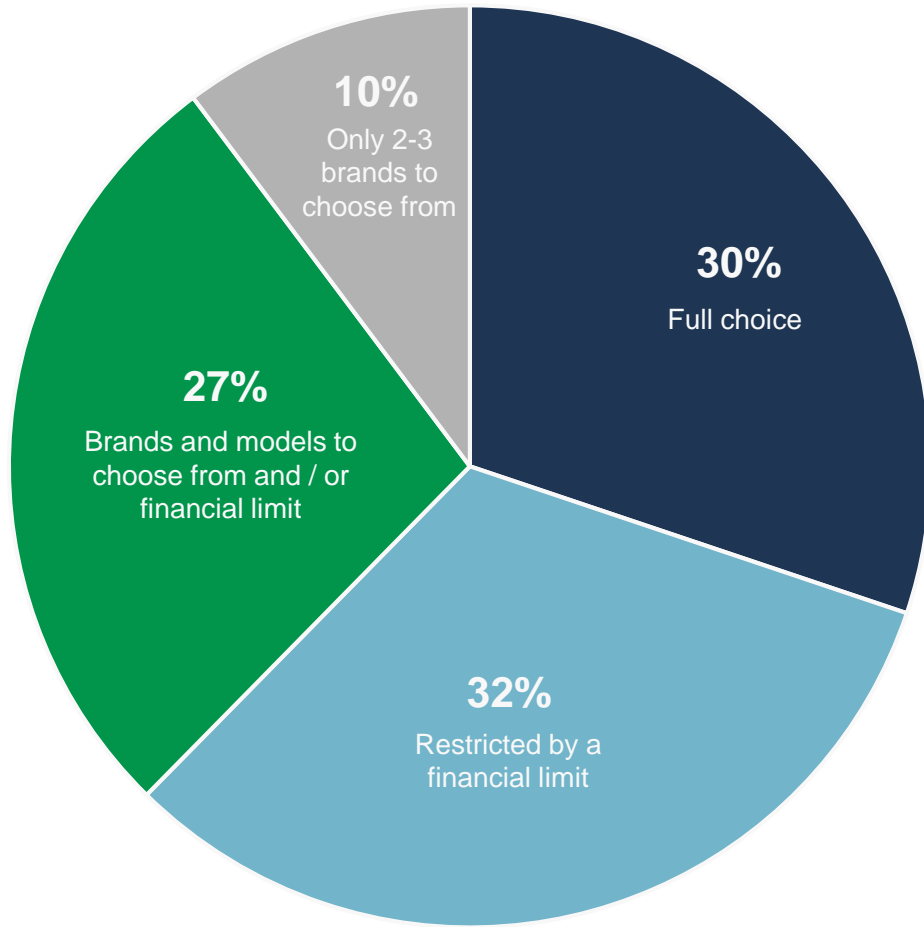
X%

XXX

Low CO₂ emissions are very important to them, and space also plays a major role in their choice. The company car is rather cheap compared to the average, but they are completely convinced of the (positive) future of electric cars.

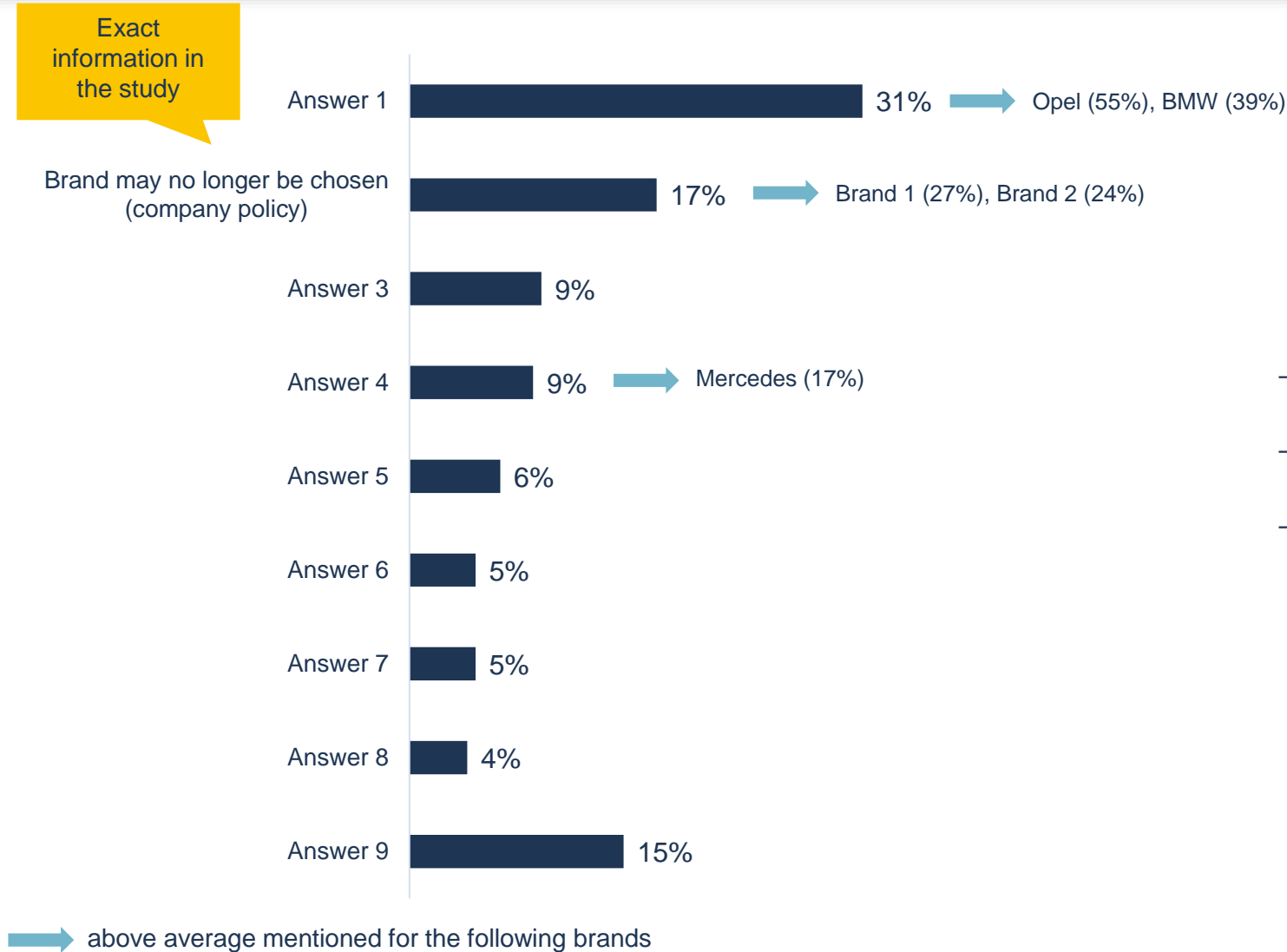
User Chooser 2020: Exclusive insight

What is the degree of choice when choosing a company car?



User Chooser Study 2020: Exclusive insight

What was your main reason for changing the brand of company car?



You will find detailed explanations and interpretations of each chart in the analysis

- Description & interpretation of text 1
- Description & interpretation of text 2
- Description & interpretation of text 3

User Chooser Study 2020: Exclusive insight

Do you have a second, privately registered car in your household that you also drive occasionally?
What brand is it?

73 %

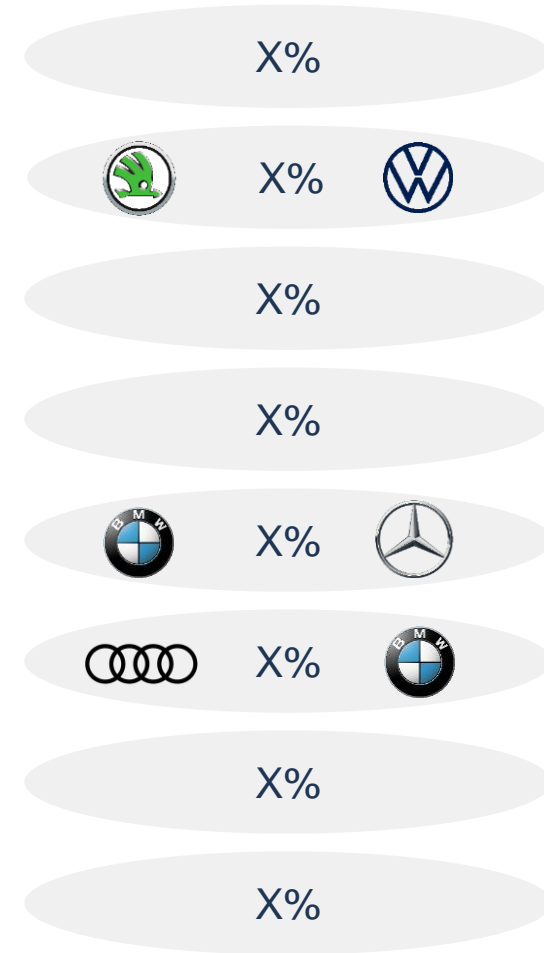
of company car drivers have a second, **Privately** registered car in their household



Most popular brand combinations

Company Car

Private Car



Exact information in the study

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