

User Chooser Study 2023

360° View of Company Car Users

November 2023

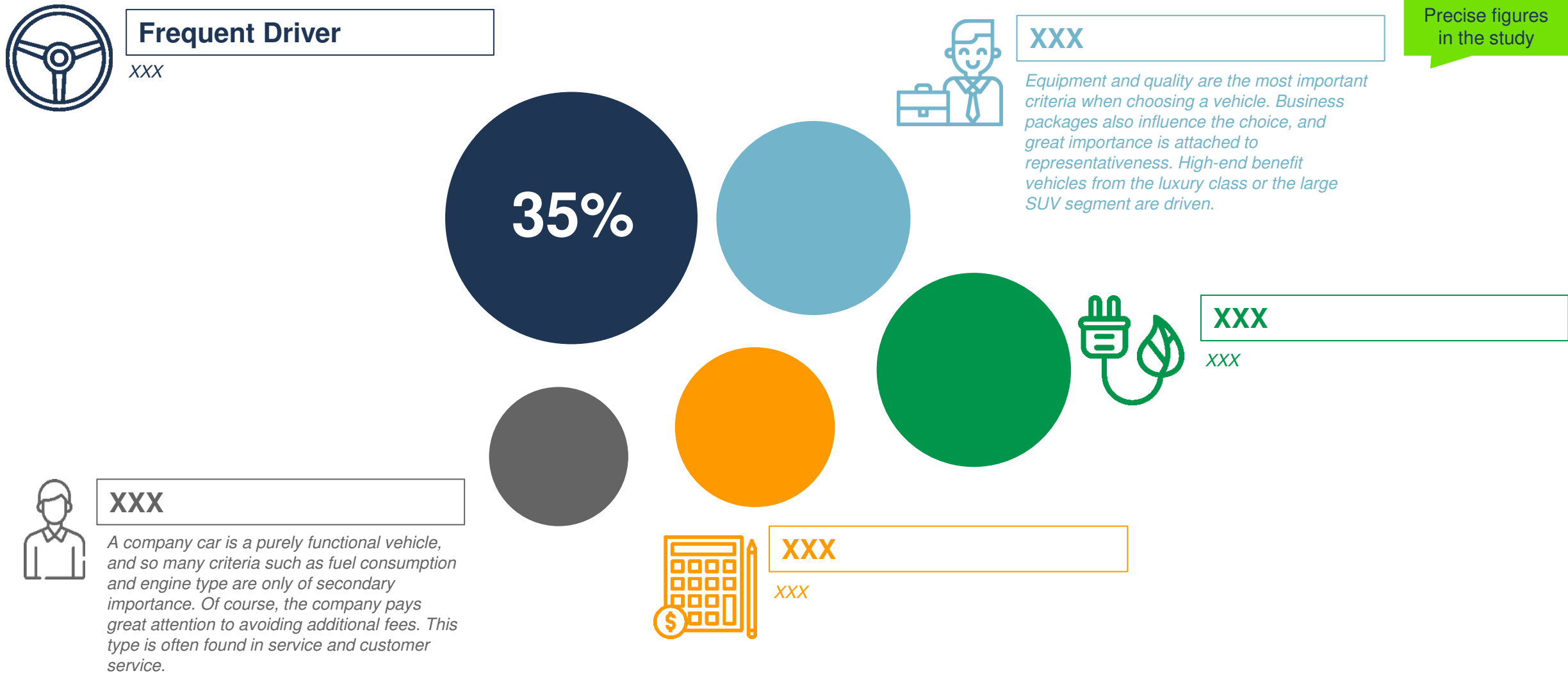
User Chooser Study 2023

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User Chooser 2023: User Chooser Typing

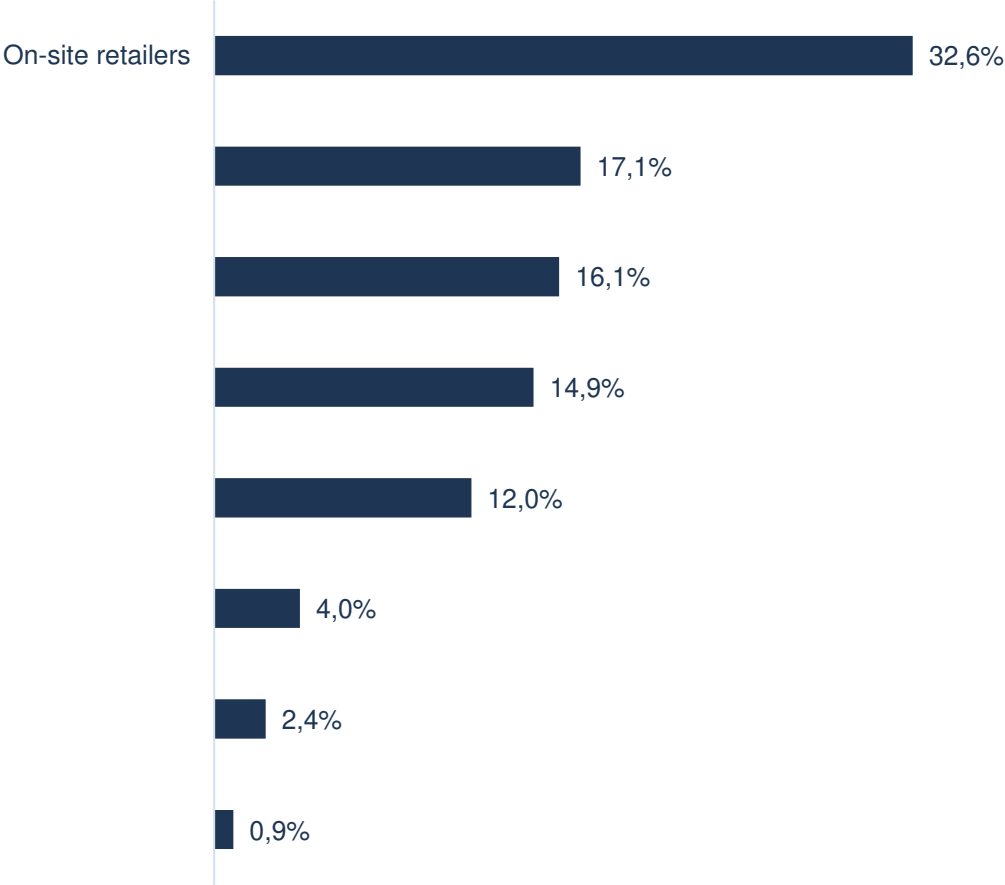
Type designation based on approval or rejection of the statements presented



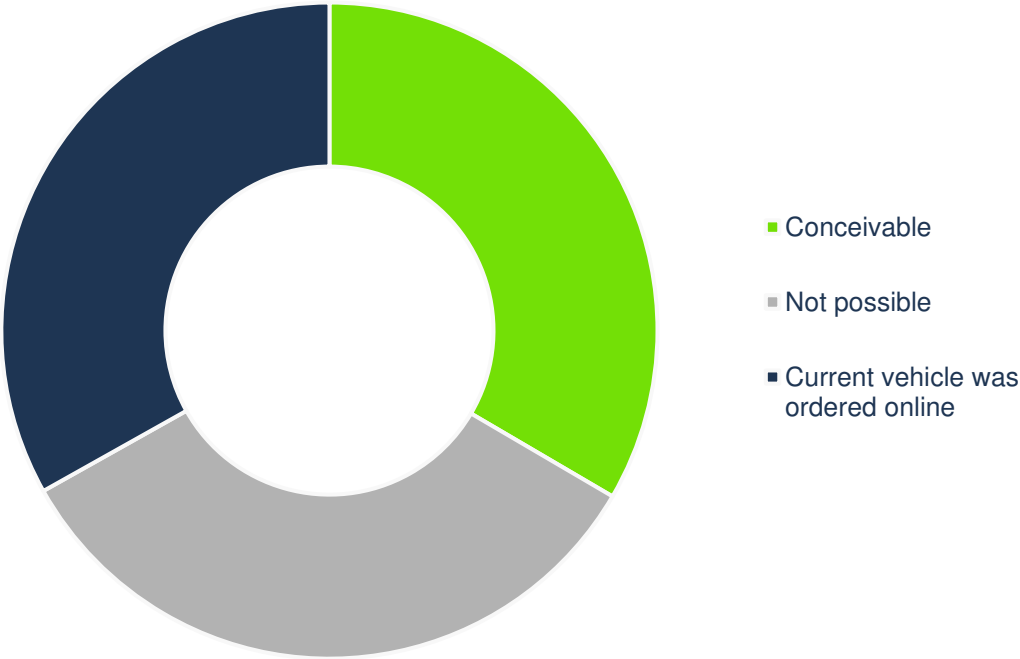
User Chooser 2023: Order Process

Order / purchase of a company car & attitude towards online orders

Where are the orders place?



Future Online Orders



Precise figures
in the study

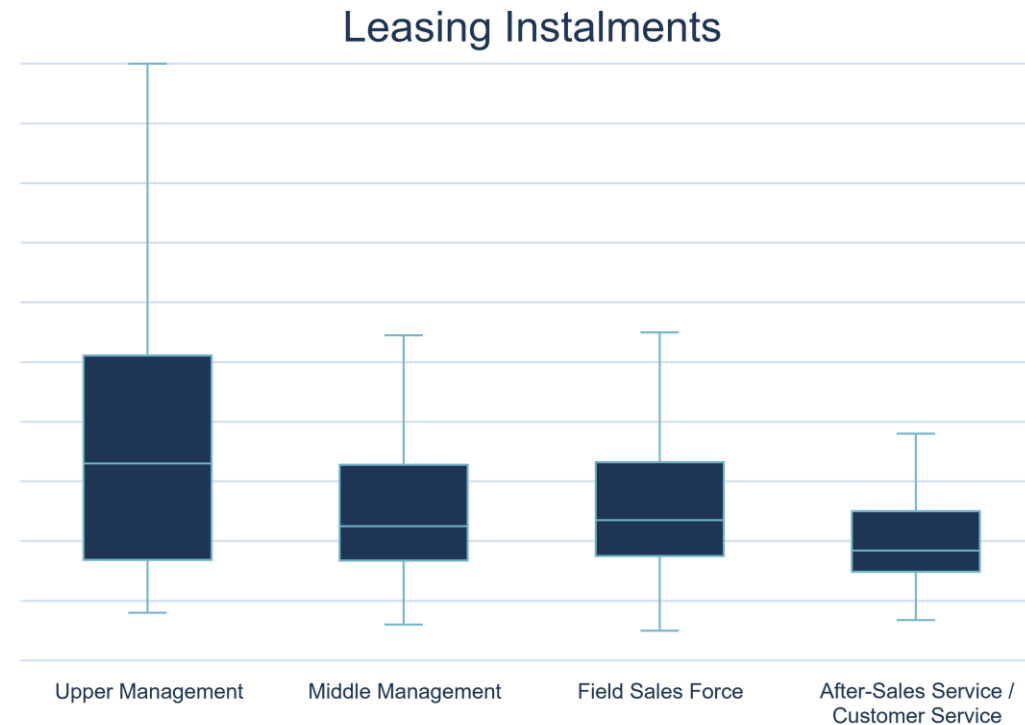
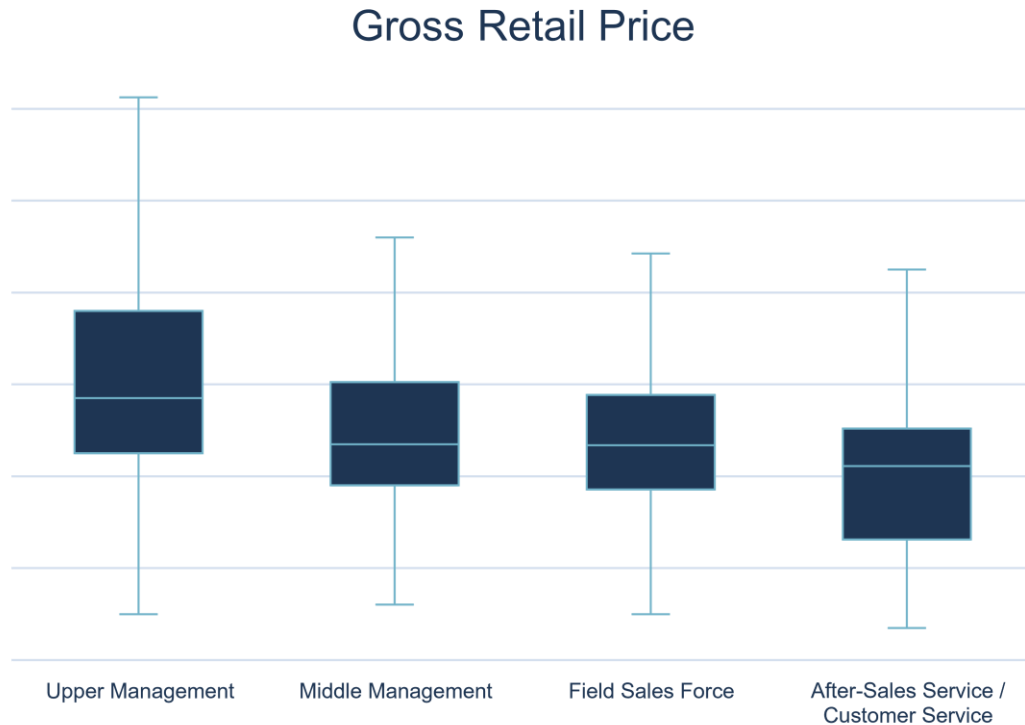
User Chooser 2023: Regulations for the Selection of a Company Car

Regulations pertaining to fuel type

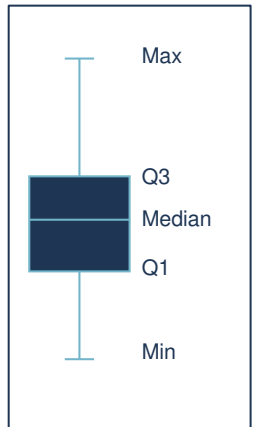


User Chooser 2023: Prices

Gross retail prices and leasing instalments by hierarchy



Precise figures
in the study

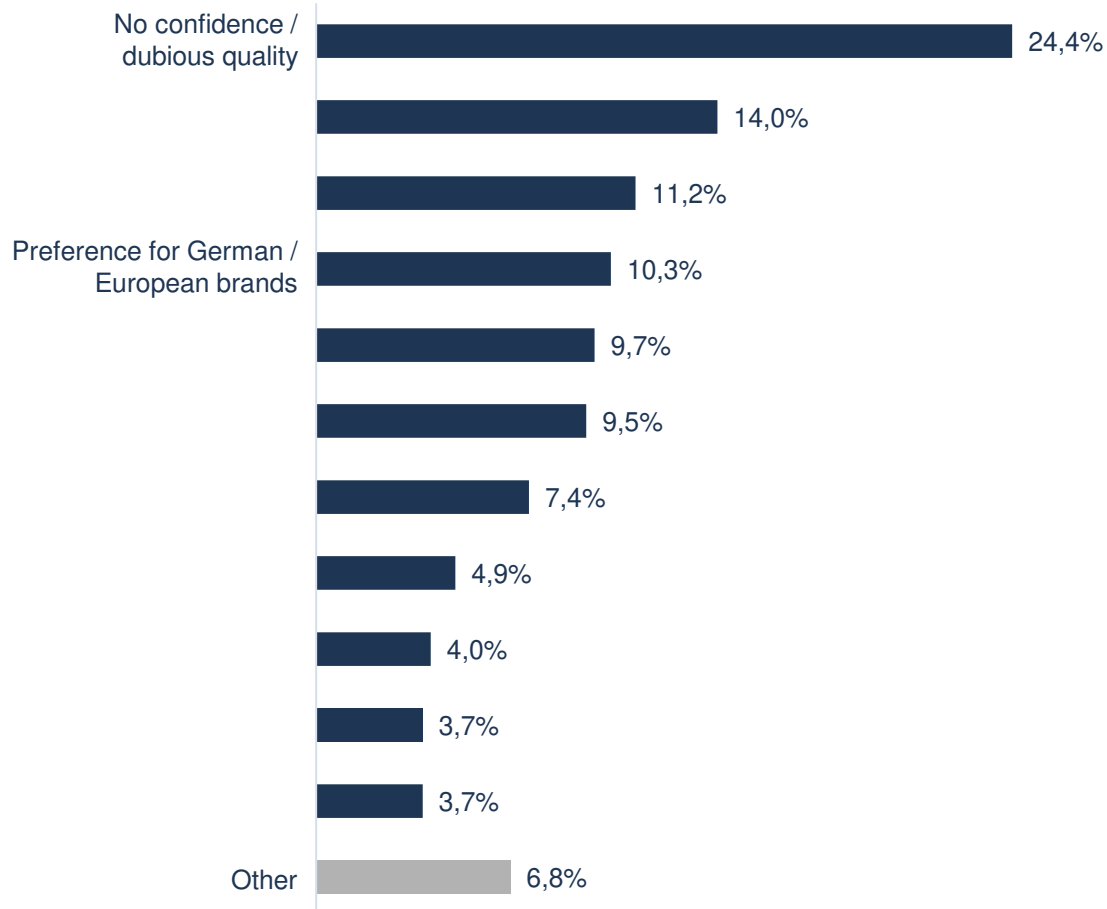


- Upper management has the most premium vehicles, middle management and the field sales force have similarly priced mid-range vehicles, while after-sales and customer service maintain the most affordable vehicles
- Broad price range in leasing instalments for upper management

User Chooser 2023: Chinese Brands

Disadvantages of Chinese brands

Arguments **against** Chinese brands



Precise figures
in the study

O-Töne User Chooser – Arguments **against** Chinese Brands

- »»» “Dubious Quality. And I would rather support the German market“
- »»» “Poor quality, possible surveillance, stolen technology, China is an aggressive dictatorial state.”
- »»» “Still strictly rejected at my company.”
- »»» “Full electric is out of the question for me, for all other models no Chinese manufacturer comes close to the three German premium brands.”
- »»» “For starters, I don't like the look of them, and I'm also very happy with my manufacturer.”
- »»» “No experiments when it comes to work vehicle.”
- »»» “Not a good image and they don't seem to be stable in value to me, so the leasing instalments are too high. Besides, I would like a European model.”
- »»» „I am sceptical regarding spare parts and after-sales service, dependence on the C-market.”
- »»» „In order to protect the labour force in Europe, I think companies based here should make sure that cars manufactured in Europe are used as company cars. Or at least the brand should be European.“

User Chooser Study 2023: Order Form

Or order directly [here](#) online

☐ Dataforce User Chooser Study 2023 (3.650 € net)

Company _____

Name _____

E-Mail _____

Telephone _____

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