

Fleet Europe

Market intelligence

International Fleet Managers Expertise - Panel studies

Fleet Europe is collecting the opinions of a panel of International Fleet Managers at different points of time (3 times a year in March - June - October) to map the changes and speed of evolution of the international fleet market and have a better insight and understanding of the purchasing attitudes and expectations of fleet managers.

Objectives:

- Qualify the information the stakeholders in the market are looking for.
- Provide the Fleet Owners and suppliers with a good understanding of the International fleet market.
- Provide interesting and useful benchmarking information to fleet owners directly applicable to their own business

More specifically, it will analyse the evolution of the company cars policies and fleet strategies in terms of:

Decision making processes and buying behaviour
 Companies fleet management strategies & Car Policies
 Fleet owners fleet management priorities & expectations

Scope:

- 45 panel members
- Average fleet size: 4000 company cars

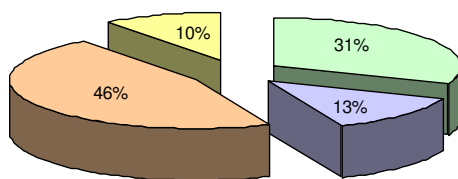
Process:

- CAWI interviews (web-based).

Example of findings:

Subscribing to the International Fleet Managers Expertise will give you inside on:

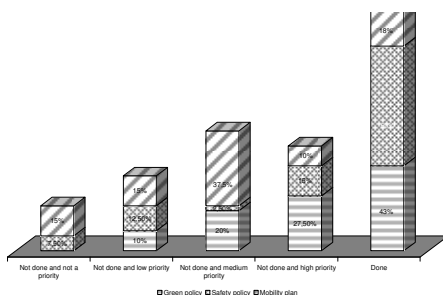
How is your company car policy managed?



At a local level At a regional level
 At a pan-European level At a global level

Company car policies are managed in a balanced way (30 % local and 44 % pan-European) but the ones that responded “at local or regional level” declare for almost two thirds that they will move to a pan-European car policy in a near future

Priorities regarding CSR



Comparing the achievements with respect to green and safety policies and on the other side the mobility plans, international fleet managers agree that most progress has been made in the safety area until now; more than 50% of respondents declare that the safety policy is considered as “done”.

