

CVO BAROMETER 2018



Key findings from the CVO-CSA European 2018 Fleet Barometer:

- **Increasing focus on electric and hybrid vehicles**
- **CSR objectives progressively integrated into fleet strategies**
- **Significant interest in mobility services**
- **Development of telematics, especially in large businesses**
- **Markets likely to significantly grow over the next 3 years**

The Corporate Vehicle Observatory just published its 14th annual fleet barometer undertaken in 12 countries across Europe. The study consisted of more than 3.000 interviews of fleet managers representing the main activity sectors as well as all fleet and company sizes (from small and medium enterprises to large corporations). The data was gathered during the first quarter of 2018 via the CATI system (Computer Assisted Telephone Interviewing).

1. The forthcoming years are expected to show an acceleration towards a new energy mix as fleet managers' interest in new powertrains increases. The proportion of companies having already considered or currently considering hybrid, hybrid plug-in and electric vehicles has respectively reached 29%, 23% and 26% and globally 44% of fleet managers have already or are considering to implement in the next 3 years new energies or technologies in their fleet. The UK, Belgium and the Netherlands have a significant lead in the potential deployment of these energies.
2. Parallel to this, the survey shows that 59% of companies now take CO₂ emissions into account in their car policies (Belgium, Portugal and Spain lead). As corporations are becoming increasingly conscious of their environmental impact, Corporate Social Responsibility objectives are being progressively integrated into corporate fleet strategies. Corporate fleet managers and decision makers appreciate and welcome benchmark

insights on alternative strategies, fuel spending and more broadly on the total cost of ownership (TCO) of existing and new vehicle models from their leasers. The upcoming WLTP test also influences the vehicle profiles in fleets with 44% of fleet managers having already implemented or planning to implement changes to their Company Car Policies due to the new upcoming rules.

3. With regards to corporate mobility, 37% of companies are already using or will consider the use of car sharing and ride sharing in the next three years. The UK (56%), Czech Republic (47%) and France (43%) are ahead of the other countries. However, it is noted that the proportion of companies ready to give up all or part of their company cars for car sharing and ride sharing is still relatively low, with an average of 9%.
4. The barometer also contains a section dedicated to the use of management information that is sourced through Telematics and used by all types of fleet managers. On average, 20% have already implemented telematics solutions but this is ultimately 30% within large businesses (the UK, the Netherlands and Poland lead). According to the results, the rationale behind the use of telematics is related to real time vehicle location, increased road safety, journey optimisation and the lowering of fleet costs.
5. Whichever segments or locations, fleet managers that consider their respective fleets to increase over the coming three years represent a much higher proportion than those that believe their fleets will decrease. This is especially the case for medium and large companies, sizeable fleets and for markets such as the UK, Belgium, France, Italy and Spain.

The annual CVO barometer is now available on the CVO [website](#).

The Arval teams are available to provide more detailed insights, as well as accompany their existing and prospective clients in designing and deploying future fleet strategies that meet their expectations and enable them to achieve their long term goals.

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About CVO

The Corporate Vehicle Observatory is a neutral knowledge sharing platform dedicated to all corporate fleet stakeholders whether they are private or public companies.

The CVO was founded in 2002 by BNP Paribas and its subsidiary Arval that specializes in the full service leasing of corporate fleets. The Corporate Vehicle Observatory is present today in 15 countries and its mission is to inform all the players of the industry, engaging them in discussions about the developments of corporate mobility in its broader sense. Safety, alternative energies and fuel, to name but a few are some of the key industry trends that the CVO observes and analyses both at local and international level. Part of this analysis is then distributed via one of the CVO's main deliverables, the annual CVO Fleet Barometer, which celebrated its 10th anniversary in 2015.

Where present the CVO produces books, white papers and studies on specific topics. In addition it organizes dedicated workshops and conferences for companies and fleet managers as well as car manufacturers and lessors on a range of topics. The activity of the CVO is also heavily covered within the professional media with the organisation of press conferences and the active contribution to articles and press releases.

Ultimately the benefit of those that approach the CVO is to have access to expertise and knowledge through all its projects as well as through the voice of external experts who contribute to the success of the various initiatives.

www.corporate-vehicle-observatory.com

About Arval



Founded in 1989 and fully owned by BNP Paribas, Arval specializes in full service vehicle leasing. Arval offers its customers – large international corporates, SMEs and professionals – tailored solutions that optimize their employees' mobility and outsource the risks associated with fleet management. Expert advice and service quality, which are the foundations of Arval's customer promise, are delivered in 29 countries by more than 6,500 employees. Arval's total leased fleet adds up to 1,103,835 vehicles throughout the world (December 2017).

Arval is a founding member of the Element-Arval Global Alliance, the longest standing strategic alliance in the fleet management industry and the worldwide leader with 3 million vehicles in 50 countries. Within BNP Paribas, Arval belongs to the Retail Banking core activity.

www.arval.com

About BNP Paribas

BNP Paribas is a leading bank in Europe with an international reach. It has a presence in 73 countries, with more than 196,000 employees, including around 149,000 in Europe. The Group has key positions in its three main activities: Domestic Markets and International Financial Services (whose retail-banking networks and financial services are covered by Retail Banking & Services) and Corporate & Institutional Banking, which serves two client franchises: corporate clients and institutional investors. The Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance.

In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the European leader in consumer lending.

BNP Paribas is rolling out its integrated retail-banking model in Mediterranean countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

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