

# Benchmark analysis

Agro & zoo industry

## LeasePlan

Consultancy Services Romania

July 2018

# Why benchmarks?

LeasePlan Consultancy Services Romania together with your dedicated Key Account Team put together this benchmark report to support you during decision making process.

Whether you plan to build or update your *car* policy, look into *optimizing fleet costs* or set-up a *tender*, we believe that key (anonymous) data from your industry peers are valuable.

Because we are your mobility partner, we share this report as a *courtesy benefit*.



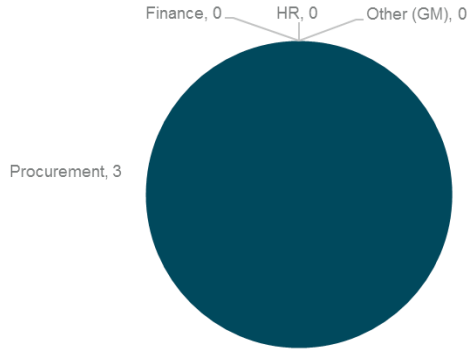
# Intro



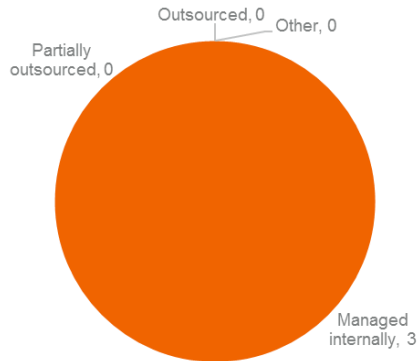
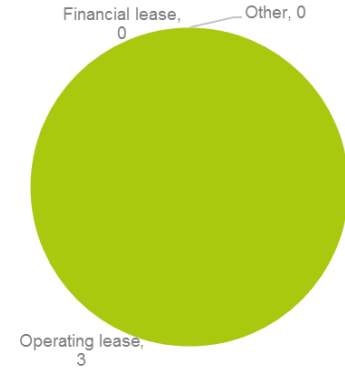
# Company perspective



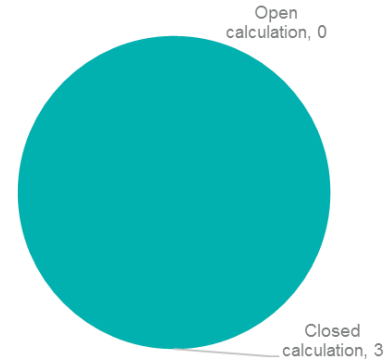
Who is the DMU?



Predominant method of acquisition?



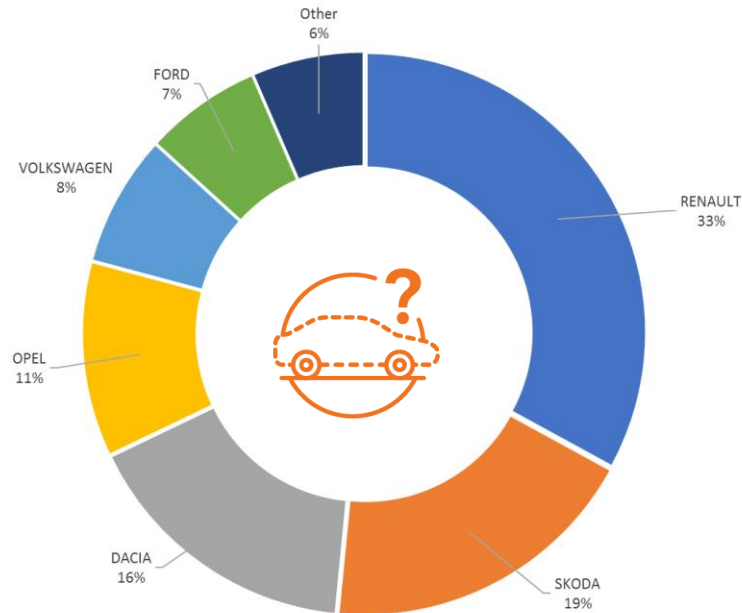
How is the fleet managed?



Leasing product preference?

# Vehicle perspective

What are they driving?



Average term and mileage?



44  
months



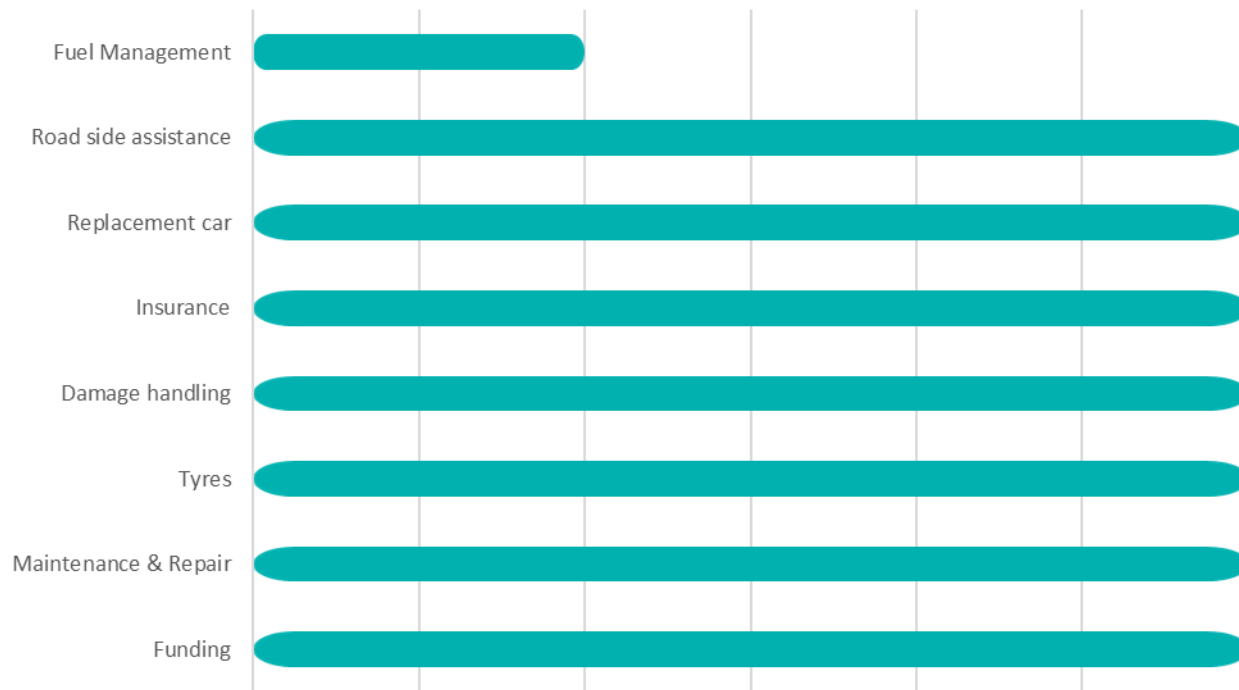
30,800  
km / year

47 / 29,300  
LP average

# Vehicle perspective



Services included in the monthly instalment



# Vehicle perspective

## Car policy

Car scheme allocation  
(company car, salary sacrifice, allowance, mobility card)

Vehicle selection  
(fixed car, list, free within budget)

Trade-up/down

Company car

Choice List Free/\$

No



## Minimum security standards

|   |   |   |
|---|---|---|
| <input type="checkbox"/> Navigation                     | <input type="checkbox"/> Navigation                     | <input type="checkbox"/> Navigation                     |
| <input checked="" type="checkbox"/> Cruisecontrol       | <input checked="" type="checkbox"/> Cruisecontrol       | <input type="checkbox"/> Cruisecontrol                  |
| <input checked="" type="checkbox"/> Bluetooth handsfree | <input checked="" type="checkbox"/> Bluetooth handsfree | <input checked="" type="checkbox"/> Bluetooth handsfree |
| <input checked="" type="checkbox"/> Passenger airbag    | <input checked="" type="checkbox"/> Passenger airbag    | <input checked="" type="checkbox"/> Passenger airbag    |
| <input type="checkbox"/> Parking sensors                | <input type="checkbox"/> Parking sensors                | <input type="checkbox"/> Parking sensors                |
| <input type="checkbox"/> Distance control               | <input type="checkbox"/> Distance control               | <input type="checkbox"/> Distance control               |
| <input type="checkbox"/> Blind spot detection           | <input type="checkbox"/> Blind spot detection           | <input type="checkbox"/> Blind spot detection           |

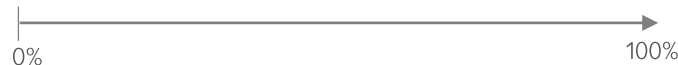
# Vehicle perspective

## Car policy restrictions

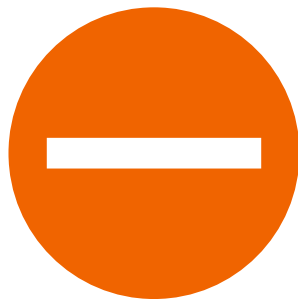
Fuel restrictions



CO2 restrictions



Only 1 has a CO2 limit of 190g/km for diesel



Body type restrictions

Coupe



Convertible





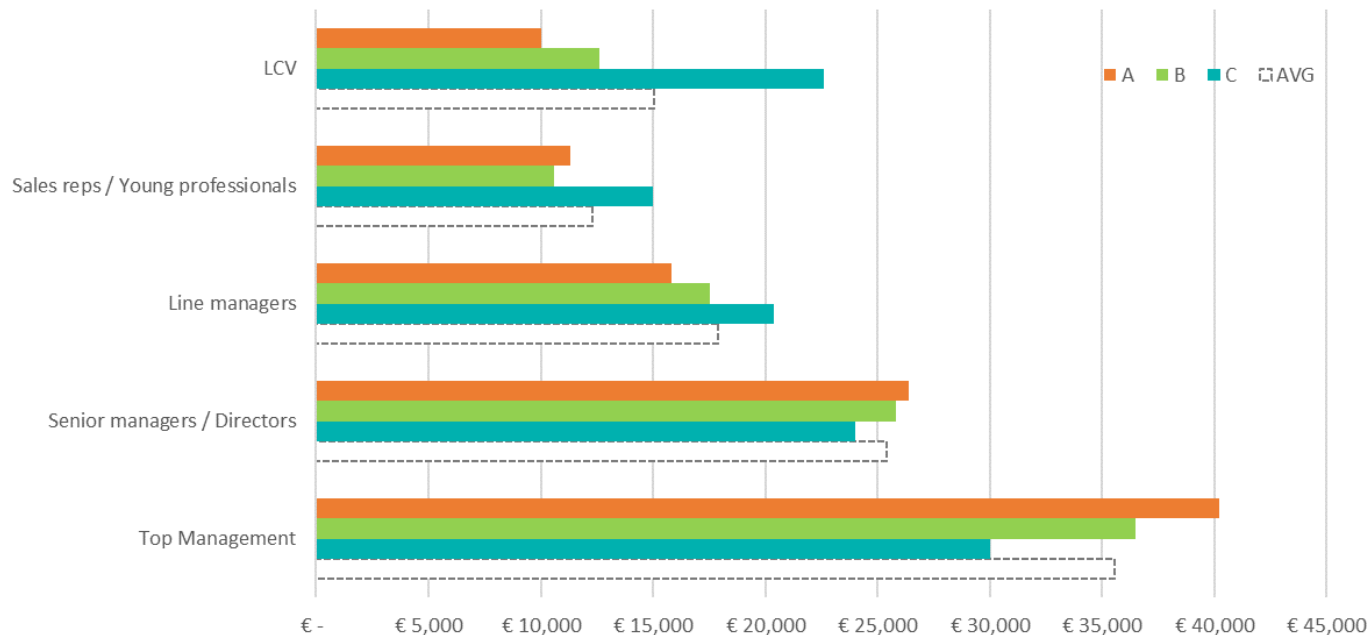
# Vehicle perspective

## Cars on the road



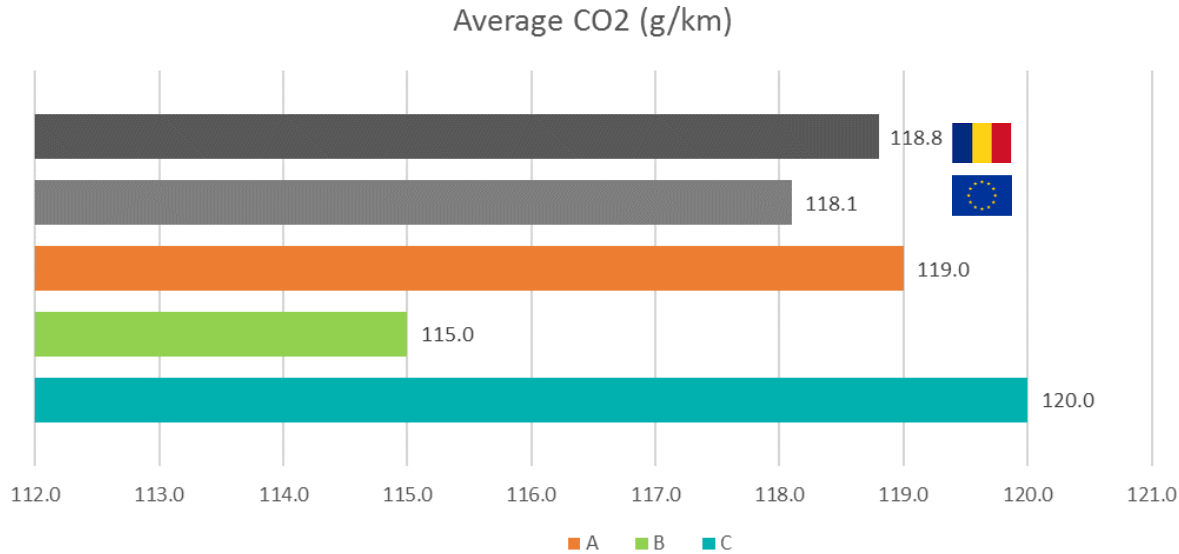
NO trade up  
NO trade down

Average investment value per category



# Environmental perspective

## Carbon footprint



# Driver perspective



## Programs

Driver behavior programs?

No

CO2 bonus scheme in place?

No



## Contributions

Own usage

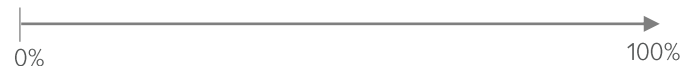
Yes

End of contract

No

Accident (franchise)

No



# LeasePlan

What's next?