

Benchmark analysis

FMCG 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*.



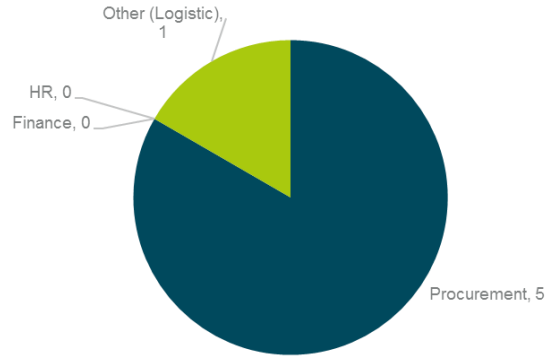
Intro



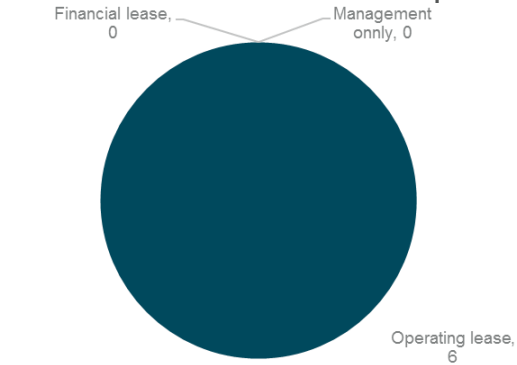
Company perspective



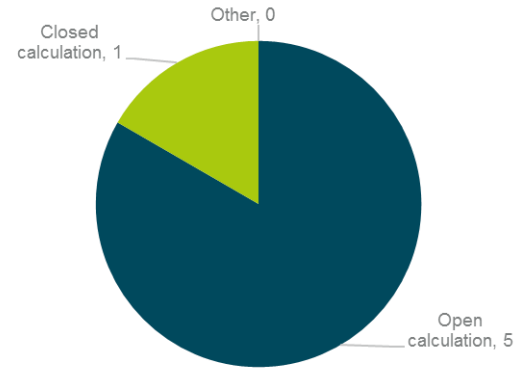
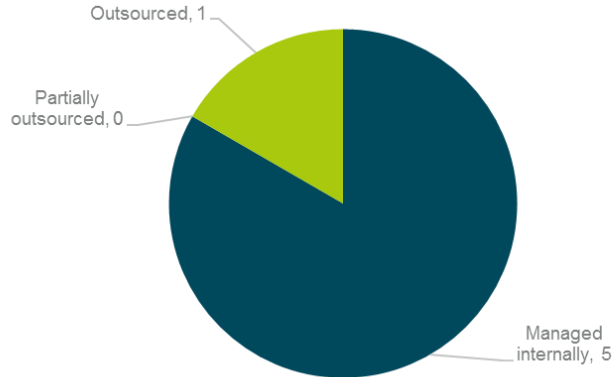
Who is the DMU?



Predominant method of acquisition?



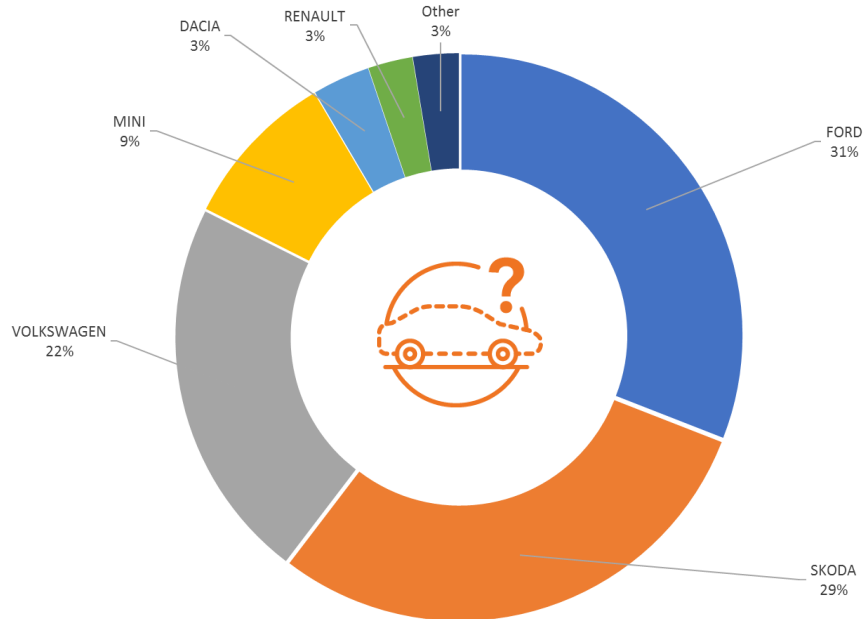
How is the fleet managed?



Leasing product preference?

Vehicle perspective

What are they driving?



Average term and mileage?



48
months



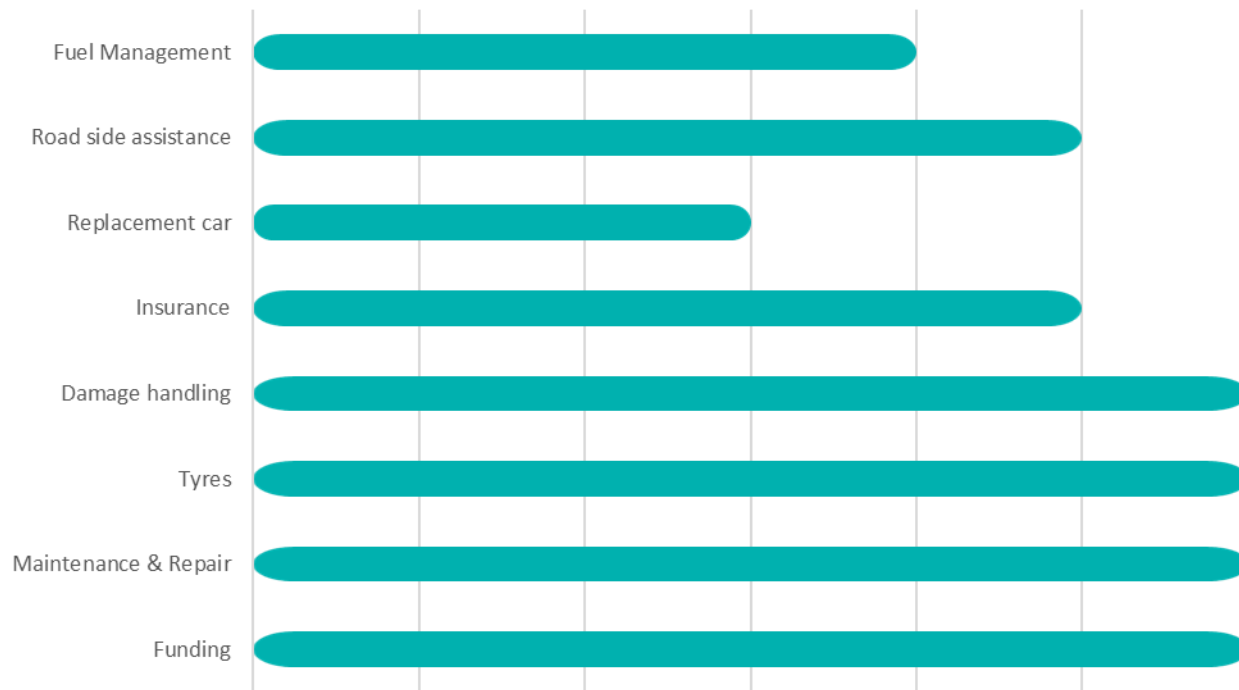
30,000
km / year

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

Fixed car

No Yes



Minimum security standards

<input checked="" type="checkbox"/> Navigation	<input type="checkbox"/> Navigation	<input type="checkbox"/> Navigation
<input checked="" type="checkbox"/> Cruisecontrol	<input 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

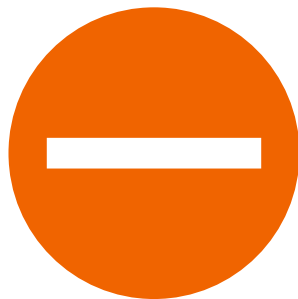
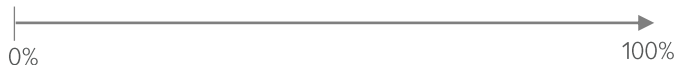
Vehicle perspective

Car policy restrictions

Fuel restrictions



CO2 restrictions



Body type restrictions

Coupe



Convertible



Strange colors

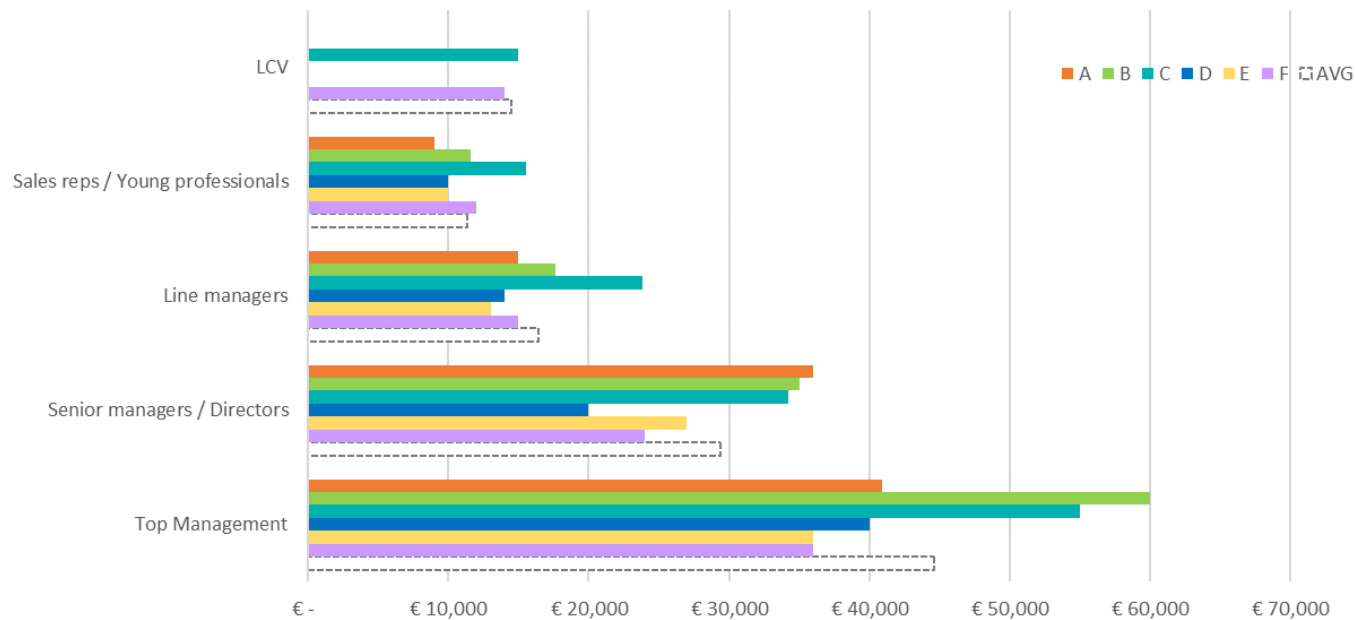


Vehicle perspective

Cars on the road

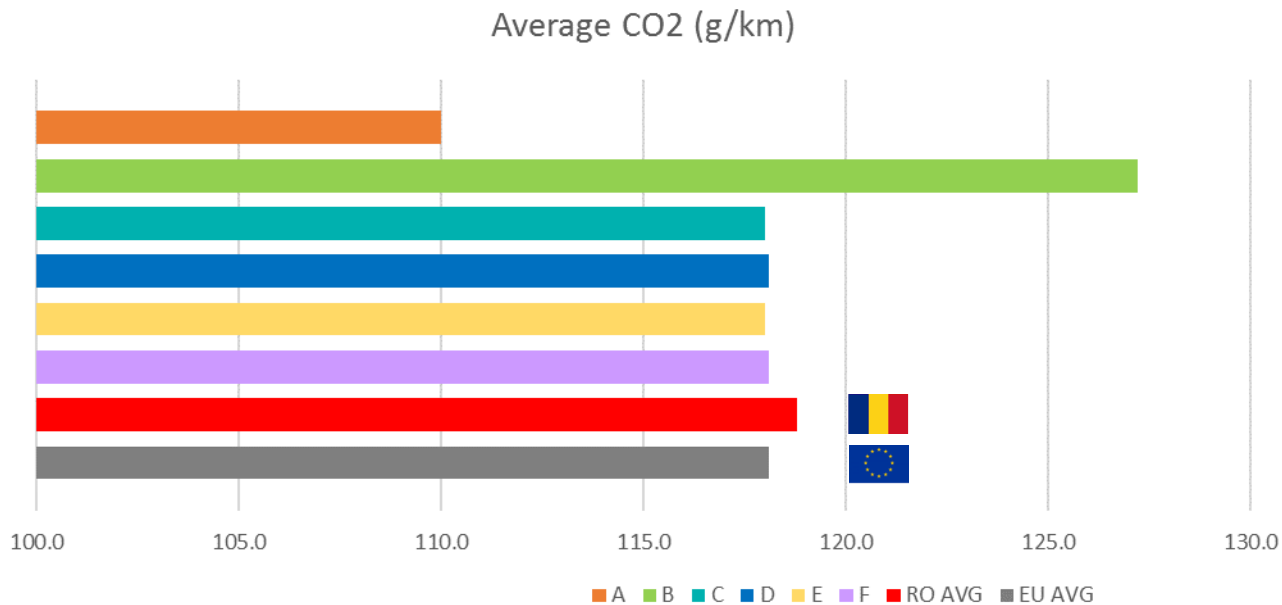


Average investment value per category



Environmental perspective

Carbon footprint



Driver perspective



Programs

Driver behavior programs?

Yes

No

CO2 bonus scheme in place?

Yes

No



Contributions

Own usage

Yes

No

End of contract

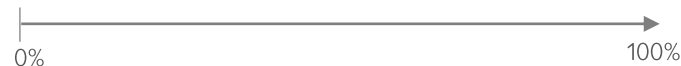
Yes

No

Accident (franchise)

Yes

No



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What's next?