



# LeasePlan

What's next?

## Financial & professional services industry benchmark

Fleet trends in the European financial  
& professional services industry

LeasePlan International Consultancy Services • June 2021



2018-2020



## Contents

|                                                 |    |
|-------------------------------------------------|----|
| Introduction                                    | 3  |
| Most driven car segments, 2018-2020             | 4  |
| Most driven car models, 2018-2020               | 5  |
| Powertrain trends, 2018-2020                    | 6  |
| Share of powertrains per country, 2018-2020     | 7  |
| CO <sub>2</sub> averages per country, 2018-2020 | 9  |
| Conclusion                                      | 10 |
| Appendix A: overview of car segments            | 11 |

## Introduction

In this financial & professional services industry benchmark report, we highlight the most important fleet trends in Europe by comparing the passenger car registrations between 2018 and 2020.

We applied the following definition of the financial & professional services industry: *Companies offering financial products (banks, insurers, etc) or professional services (accountancies and consultancies).*

This analysis of fleet trends is based on LeasePlan passenger car data from over 200 international companies. For the scope and to make sure the data is representative, we've only included countries where at least 200 passenger cars were renewed within the industry each year (2018, 2019 and 2020).

If you would like to know how sustainable this industry is compared to other industries please check out our [2021 Fleet Sustainability Ranking by Industry](#).

## Most driven car segments, 2018-2020\*

|    | 2018   |     | 2019   |     | 2020   |     |
|----|--------|-----|--------|-----|--------|-----|
| 1  | C1     | 24% | C1     | 21% | B1     | 23% |
| 2  | B1     | 22% | B1     | 14% | C1     | 23% |
| 3  | D2     | 9%  | D2     | 13% | D2     | 10% |
| 4  | SUV-C1 | 8%  | SUV-C1 | 9%  | SUV-C1 | 9%  |
| 5  | D1     | 7%  | SUV-B1 | 9%  | D1     | 7%  |
| 6  | C2     | 6%  | C2     | 6%  | C2     | 6%  |
| 7  | E2     | 5%  | SUV-D2 | 5%  | SUV-B1 | 5%  |
| 8  | SUV-D2 | 4%  | D1     | 5%  | SUV-D2 | 4%  |
| 9  | SUV-B1 | 3%  | SUV-C2 | 4%  | SUV-C2 | 4%  |
| 10 | SUV-C2 | 3%  | E2     | 3%  | E2     | 2%  |

- The **B1 segment** has become the most popular car segment instead of the C1 segment.
- The **SUV trend continues** with a significant increase in its share in the top 10 (from 18% in 2018 to 23% in 2020).
- The **D2 Segment** has increased significantly in 2019 (+4% p.p.) but has decreased its share in 2020 (-3% p.p.).

Most popular car segment in 2020: B1



\*For more information on car segments, please see [appendix A](#)

## Most driven car models, 2018-2020

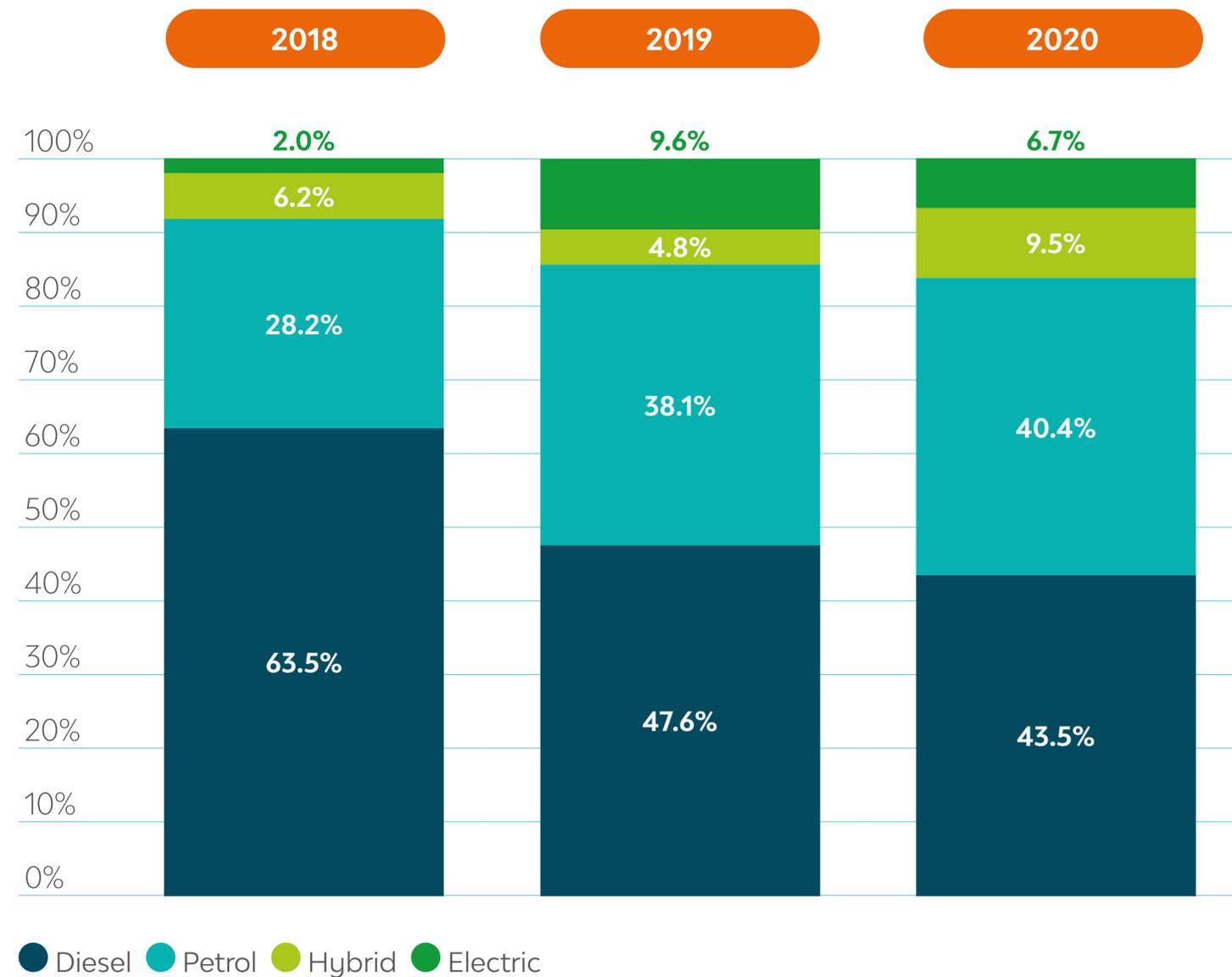
|    | 2018              | 2019                  | 2020                  |
|----|-------------------|-----------------------|-----------------------|
| 1  | Renault Clio      | Tesla Model 3         | Renault Clio          |
| 2  | Volkswagen Golf   | Volkswagen Polo       | Seat Leon             |
| 3  | Skoda Octavia     | Renault Clio          | Ford Fiesta           |
| 4  | Ford Fiesta       | Skoda Octavia         | Toyota Yaris          |
| 5  | Renault Megane    | Renault Megane        | Tesla Model 3         |
| 6  | Volkswagen Polo   | Volkswagen Golf       | Volkswagen Passat     |
| 7  | Peugeot 308       | Mercedes Benz A-Class | Volkswagen Golf       |
| 8  | Volkswagen Passat | Seat Leon             | Ford Focus            |
| 9  | Seat Leon         | Renault Captur        | Skoda Octavia         |
| 10 | BMW 3 Series      | Ford Fiesta           | Mercedes Benz A-Class |

- The **Renault Clio** has remained the most popular car model with the Tesla Model 3 briefly taking over in 2019.
- The **Tesla Model 3** has been immensely popular since its launch in 2019 taking the top spot but has dropped to 5th place in 2020.
- The **Skoda Octavia** has dropped significantly in popularity, moving from third place in 2018 to 9th place in 2020.
- The **Volkswagen Group** remains popular with four vehicles in the top 10.



Most popular car in 2020: Renault Clio

## Powertrain trends, 2018-2020



p.p. = percentage points

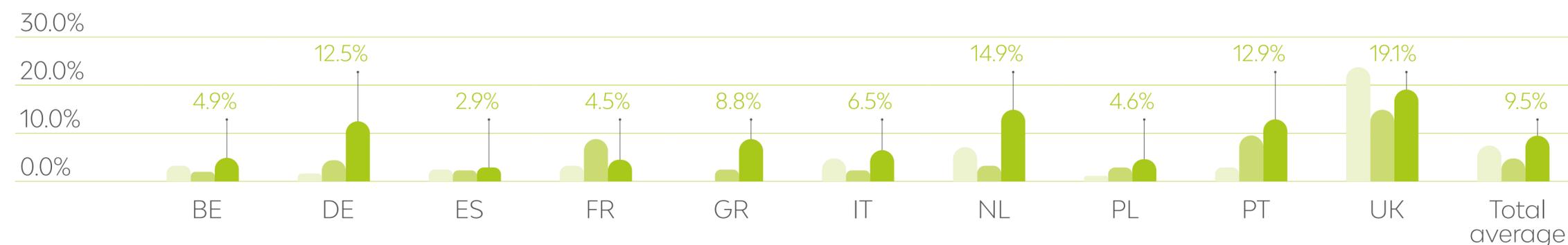
- Given the increasing pressure to reduce emissions from fuel, it is no surprise that the **share of diesel declined by 20.0% p.p.**
- **Petrol has increased by 12.2% p.p.** benefiting from the need for an alternative to diesel.
- Hybrid has seen an **increase of 3.3% p.p.** and has almost doubled compared to its share in 2019.
- Lastly, **BEV has increased by 4.7% p.p.** Interestingly, it is down from 2019 when its share was double the hybrid (9.6% vs 4.8%).

## Share of powertrain per country: battery electric vehicles & hybrids, 2018-2020

Share of BEV per country\* ● 2018 ● 2019 ● 2020



Share of hybrid per country\* ● 2018 ● 2019 ● 2020

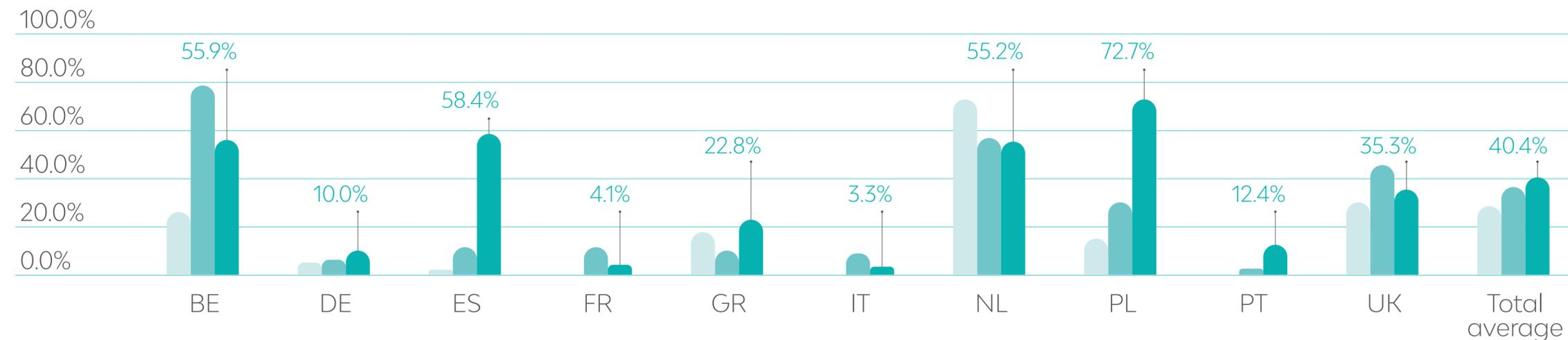


- When it comes to BEVs, The Netherlands is ahead of all countries with **a share of 27.3% in 2020.**
- The UK has seen the largest increase in BEV in the past two years **moving from 0% to 8.7%.**
- For hybrids, the UK has the largest share with **19.1% of all vehicles in 2020** although this was higher in 2018 (24.3%).
- A renewed interest for hybrids can be seen across almost all countries.

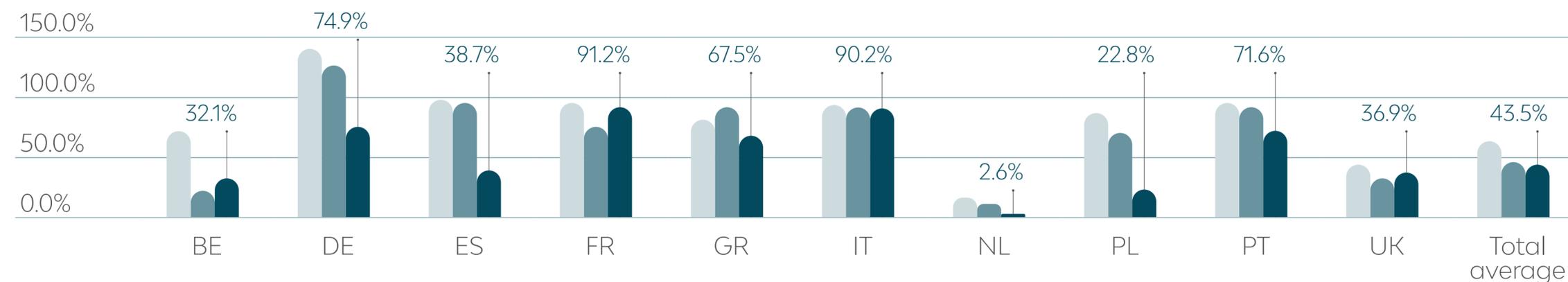
\*Only countries with at least 200 renewals each year are shown here to ensure representative statistics

## Share of powertrain per country: petrol & diesel, 2018-2020

Share of petrol per country\* ● 2018 ● 2019 ● 2020



Share of diesel per country\* ● 2018 ● 2019 ● 2020

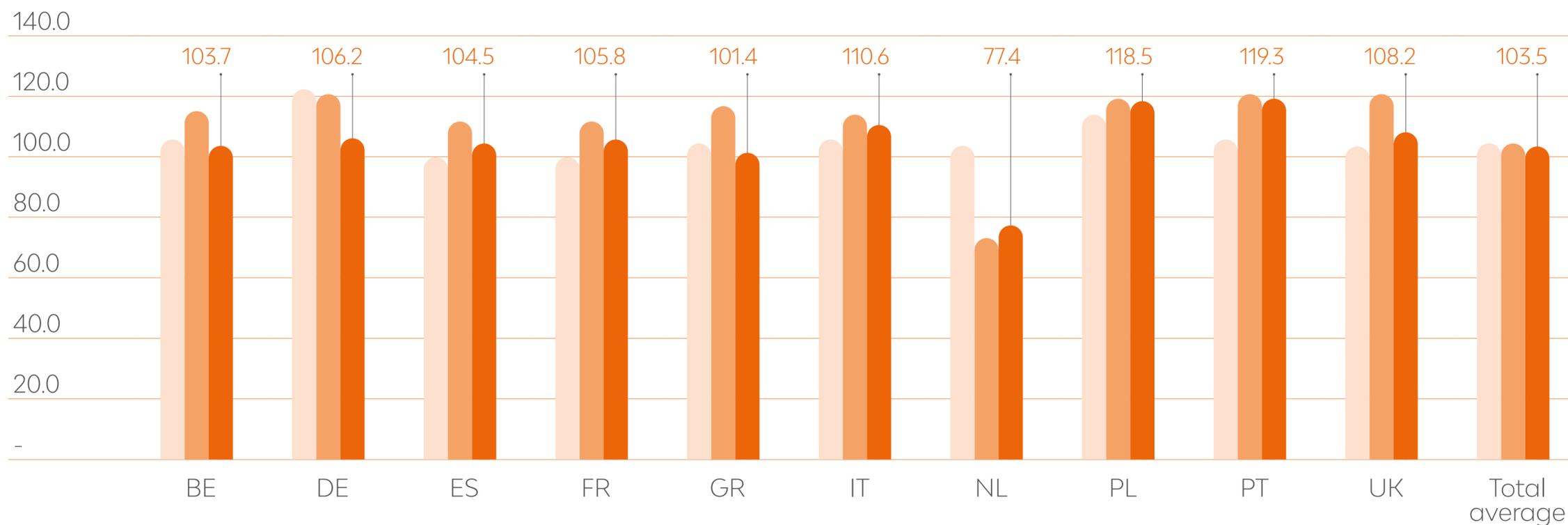


- Diesel is being replaced by petrol in countries like **Spain, Greece, Poland and Portugal**.
- Poland has the largest share of petrol: **72.7% in 2020**.
- The shift away from diesel is seen in every country.
- The Netherlands has the lowest share of diesel with **only 2.6% in 2020**.
- Poland has seen the largest drop in diesel, **moving from 82.5% in 2018 to 22.8% in 2020**.

\*Only countries with at least 200 renewals each year are shown here to ensure representative statistics

## CO<sub>2</sub> averages per country, 2018-2020\*

Averages CO<sub>2</sub> per country\* ● 2018 ● 2019 ● 2020



- While many countries\*\* saw an increase in CO<sub>2</sub> between 2018 and 2019, this trend is now downward when comparing 2019 to 2020.
- **The Netherlands has the lowest average CO<sub>2</sub>** (77.4 grams per km) because of its surge in BEV adoption.
- **Portugal has the highest average CO<sub>2</sub>** (119.3 grams per km) but is has been reduced compared to 2019 (when it was 123.5 grams per km).

\*Based on the OEMs reported CO<sub>2</sub>

\*\*Only countries with at least 200 renewals each year are shown here to ensure representative statistics

## Conclusion

- The B1 segment has become the most popular segment in the financial & professional services industry, which explains why three of the top four popular car models are from the B1 segment (the Renault Clio, the Ford Fiesta, and the Toyota Yaris).
- The switch from diesel to other powertrains is clear, with petrol, hybrid and BEV all gaining significantly larger shares (+12.2% p.p., +3.3% p.p. and +4.7% p.p. respectively).
- However, there are large differences per country in the pace of moving away from diesel. While in The Netherlands only 2.6% of vehicles were registered as diesel, in the case of France & Italy this is still +90%.
- Due to the large share of BEV registrations in 2020 (27.3%), The Netherlands has achieved the lowest average CO<sub>2</sub> (77.4 grams per km)\*. Portugal has the highest average CO<sub>2</sub> (119.3 grams per km)\*.



For more information, please contact your LeasePlan liaison or LeasePlan Consultancy at [ics@leaseplan.com](mailto:ics@leaseplan.com).

\*Based on the OEMs reported CO<sub>2</sub>  
p.p. = percentage points

# Appendix



## Appendix A: Overview of car segments

The letter indicates the dimensions of the vehicle with **C** being smaller than **E**  
The number indicates the quality level of a brand with **1** being a 'volume brand' and **2** being 'premium brand'

|                     | Volume cars (1)                                                                                                             |                                                                                                                   |                                                                                                            | Premium cars (2)                                                                                                                  |                                                                                                          | LCVs                                                                                                            |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| Subcompact cars (B) | Hatchback / sedan / SW<br><br>B1 – VW Polo | SUV<br><br>SUV-B1 – VW T-Cross | MPV<br>Not common                                                                                          | Hatchback / sedan / SW<br><br>B2 – Mini Cooper | SUV<br>Not common                                                                                        | <br>Small – VW Caddy         |
| Compact cars (C)    | <br>C1 – VW Golf                          | <br>SUV-C1 – VW T-Roc         | <br>MPV-C – VW Touran  | <br>C2 – BMW 1 series                         | <br>SUV-C2 – BMW X1  | <br>Medium – VW Transporter |
| Midsized cars (D)   | <br>D1 – VW Passat                       | <br>SUV-D1 – VW Tiguan       | <br>MPV-D – VW Sharan | <br>D2 – BMW 3 series                        | <br>SUV-D2 – BMW X3 | <br>Large – VW Crafter     |
| Full-size cars (E)  |                                                                                                                             |                                                                                                                   |                                                                                                            | <br>E2 – BMW 5 series                        | <br>SUV-E2 – BMW X5 | <br>Pickup                 |

# LeasePlan

LeasePlan Corporation N.V.  
Gustav Mahlerlaan 360  
1082 ME Amsterdam  
The Netherlands  
[info@leaseplancorp.com](mailto:info@leaseplancorp.com)

[leaseplan.com](https://leaseplan.com)