



E-Autos international

Ein Blick in die Flotten anderer Länder (CVO)

Ralf Woik
22. Februar 2012, elektro:mobilia



ARVAL
BNP PARIBAS GROUP

■ Arval – Full-Service-Leasing für PKW-Flotten

■ Arval in Deutschland

- Rund 31.000 Fahrzeuge
- 230 Mitarbeiter
- Ein Unternehmen der BNP Paribas
- Zielgruppe sind Unternehmen jeder Größe, die Pkw und leichte Nutzfahrzeuge bis 3,5 t betreiben.

■ Arval international

- Über 4.000 Mitarbeiter
- 676.100 Fahrzeuge
- Eigene Gesellschaften in 23 Ländern
- Partner-Netzwerk in 12 weiteren Ländern





Management
of vehicles



Sustainable
development




Prevention
of road risks

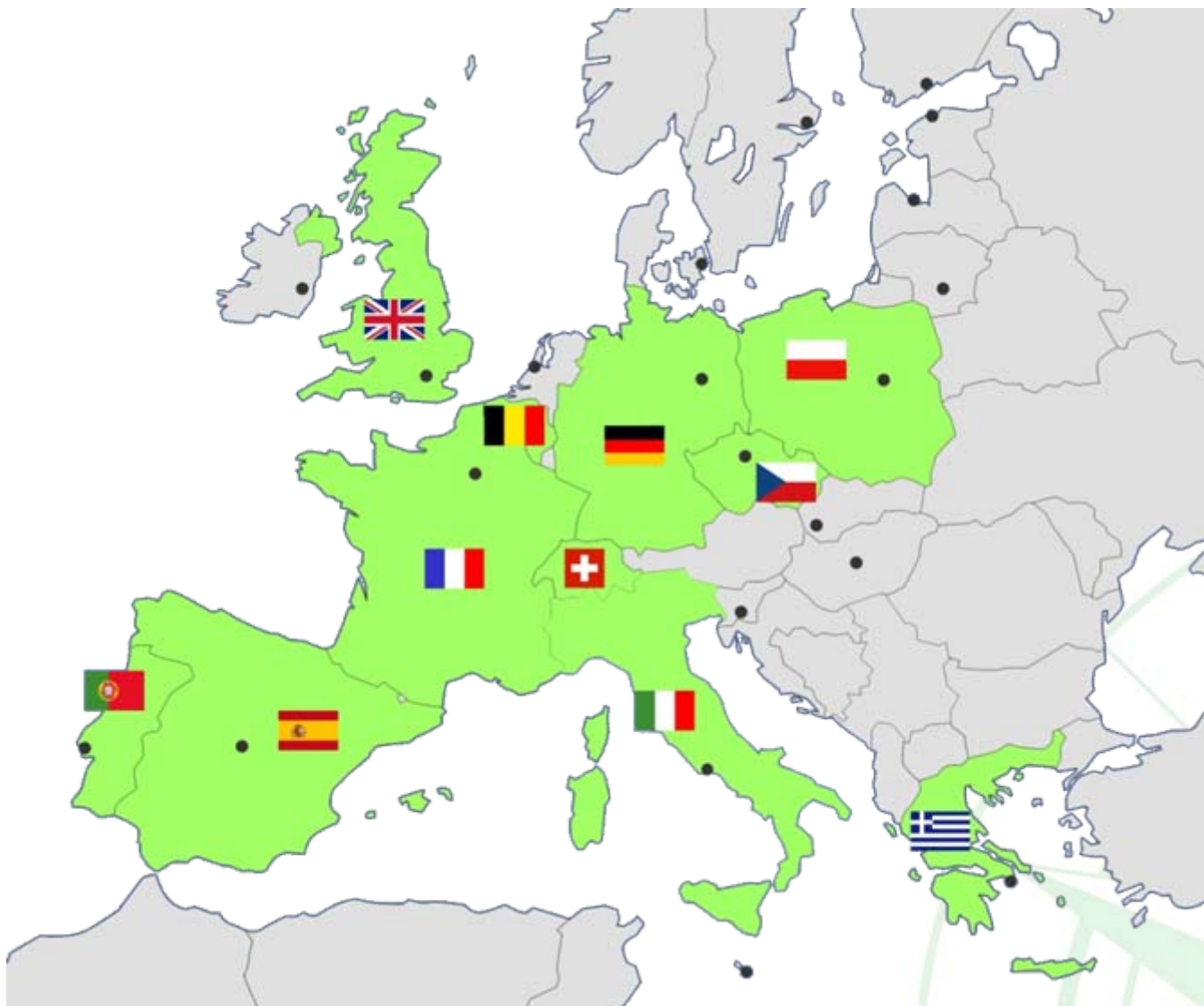


New
Technologies

www.corporate-vehicle-observatory.com

CVO – what is it ?

- **An expert-platform for all fleet professionals:**
fleet managers, procurement specialists, manufacturers, leasing companies, advisers, insurers, press, public authorities, researchers etc.
- **Created by Arval in 2002**
- **Launched in Russia in 2011**
- **Neutral & International**
- **Focus: professional Mobility**
- **Cost free Studies**
- **Annual Fleet Barometer in collaboration with **
 - Analysis of the decision-makers' attitudes on fleets
 - Overview of the main trends of the automotive market
 - Comparison of trends on 15 countries



-  **Sample:** 3.313 interviews in Europe
-  **Target:** Fleet managers in companies of all industries using corporate vehicles
-  **Fieldwork period:** Q1 2011
-  **Data collection method:** CATI system (*Computer-assisted telephone interviewing*)
-  **Duration of the interview:** 13 minutes in average
-  **Quotas:** companies size and sector



Companies with less than 10 employees



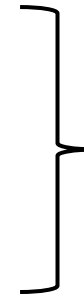
Companies with 10 to 99 employees



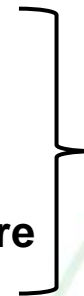
Companies with 100 to 249 / 499 / 999 employees



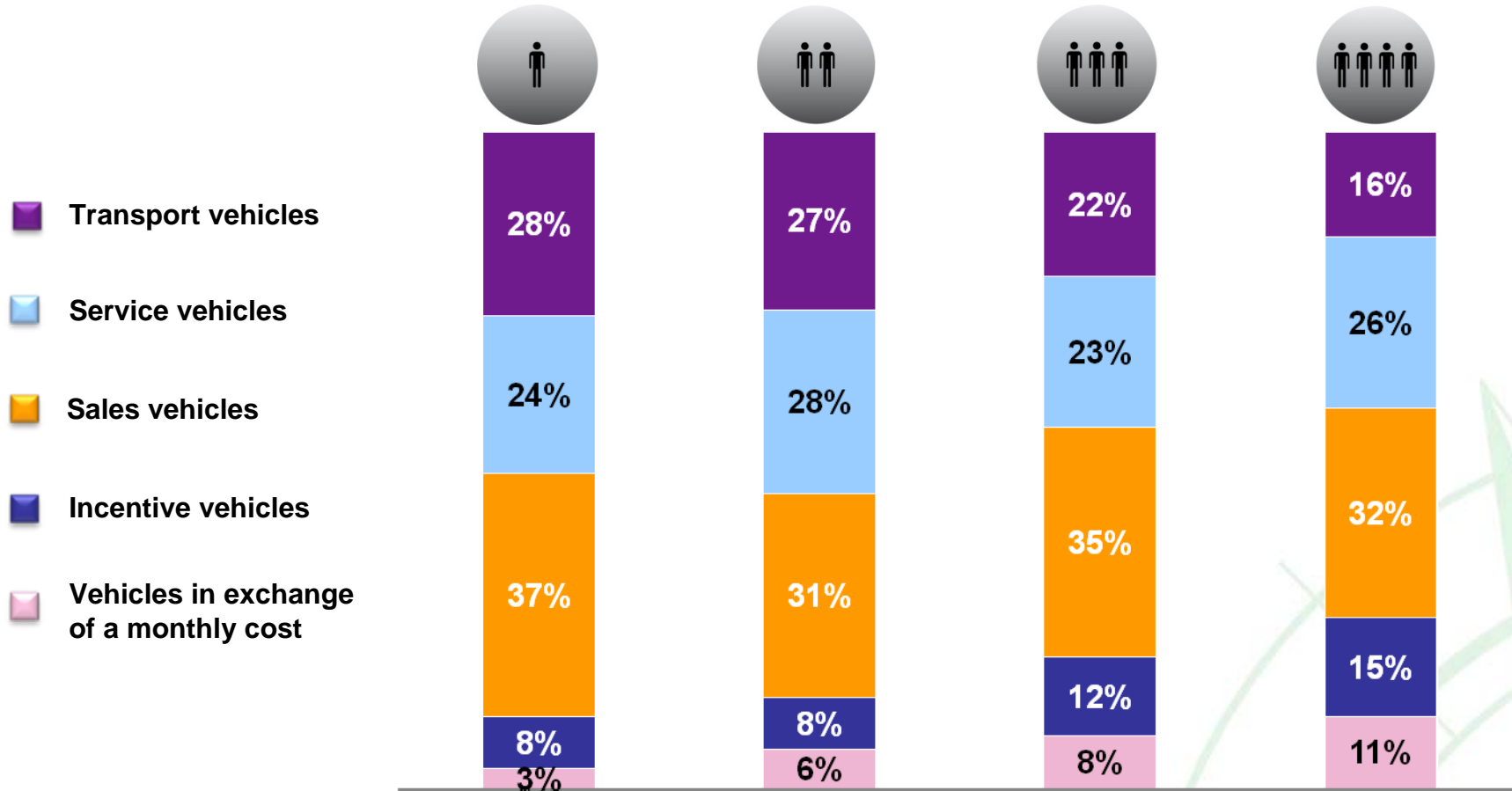
Companies with 250 / 500 / 1 000 employees and more



**Companies
< 100 employees**



**Companies
>100 employees**



Transport vehicles: of less than 3,5 tons

Service vehicles: used for maintenance and repair of facilities, general services, after-sales services...

Sales vehicles: intended for sales travel and appointments

Incentive vehicles: made available to employees as part of the company's compensation policy

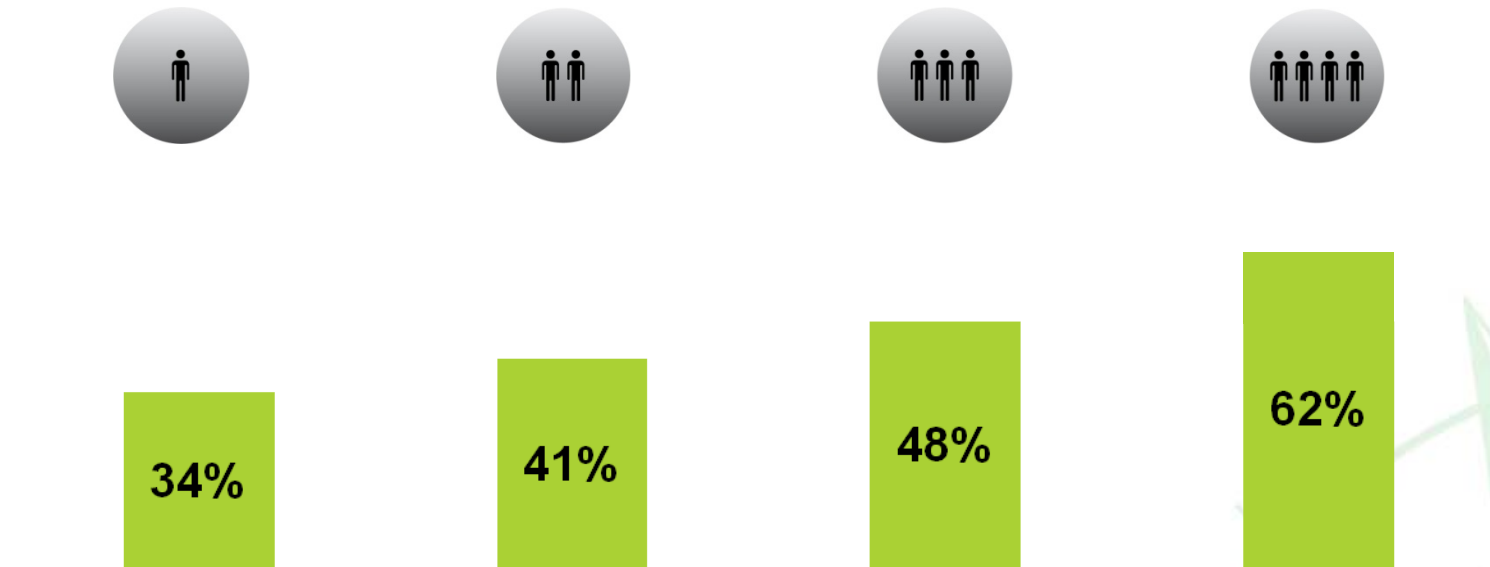
Vehicles in exchange of a monthly cost: deduced from the employee's salary

Base: companies with corporate vehicles = 100%



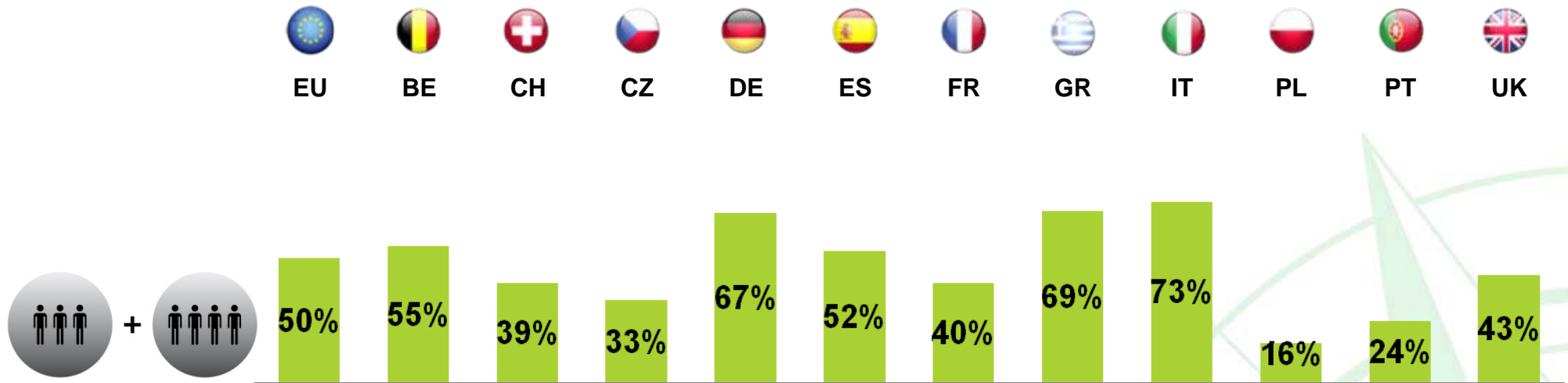
Objective in terms of CO₂ reduction

% who have a CO₂ reduction target for the fleet



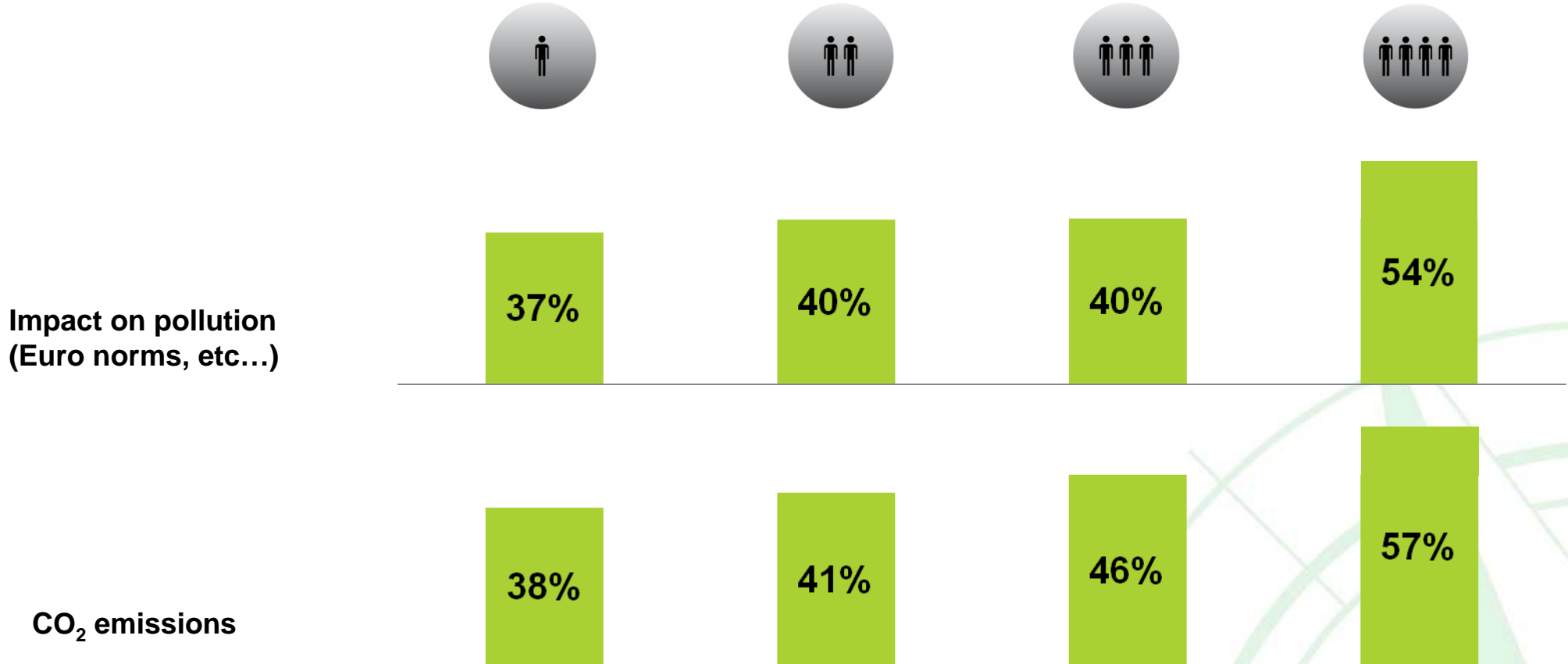
Objective in terms of CO₂ reduction

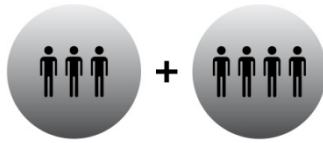
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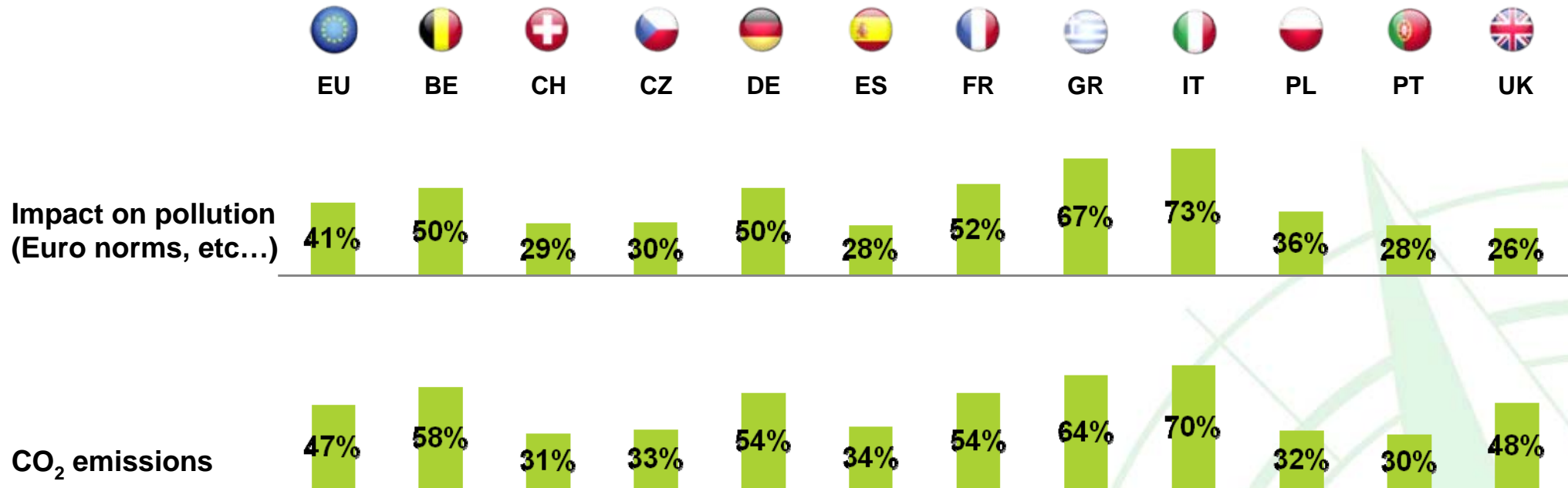


% who have guidelines in car policy regarding...





% who have guidelines in car policy regarding...

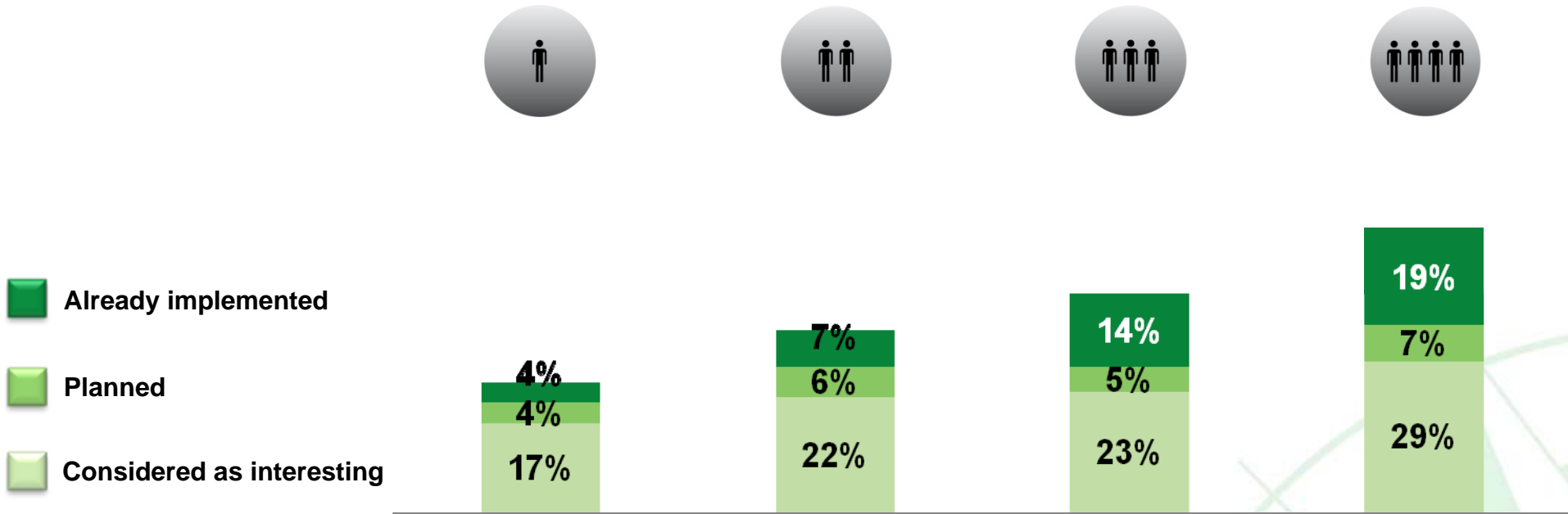


Base: companies with corporate vehicles = 100%

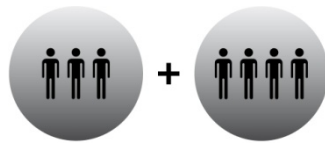


Low consumption vehicles in the company

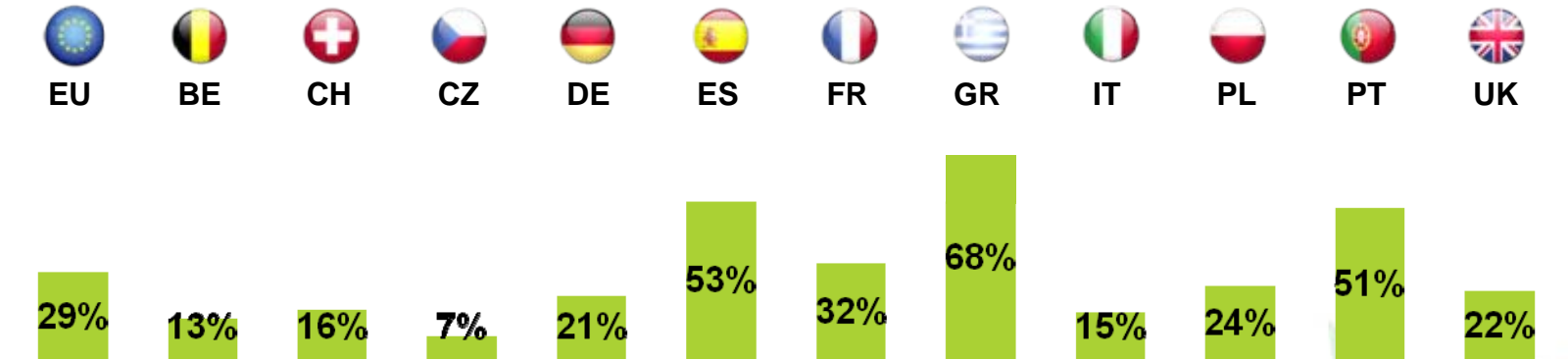
% who implement pools of very low consumption vehicles for employees upon reservation



Don't know not included



% who identified areas where Electric Vehicles could be suitable



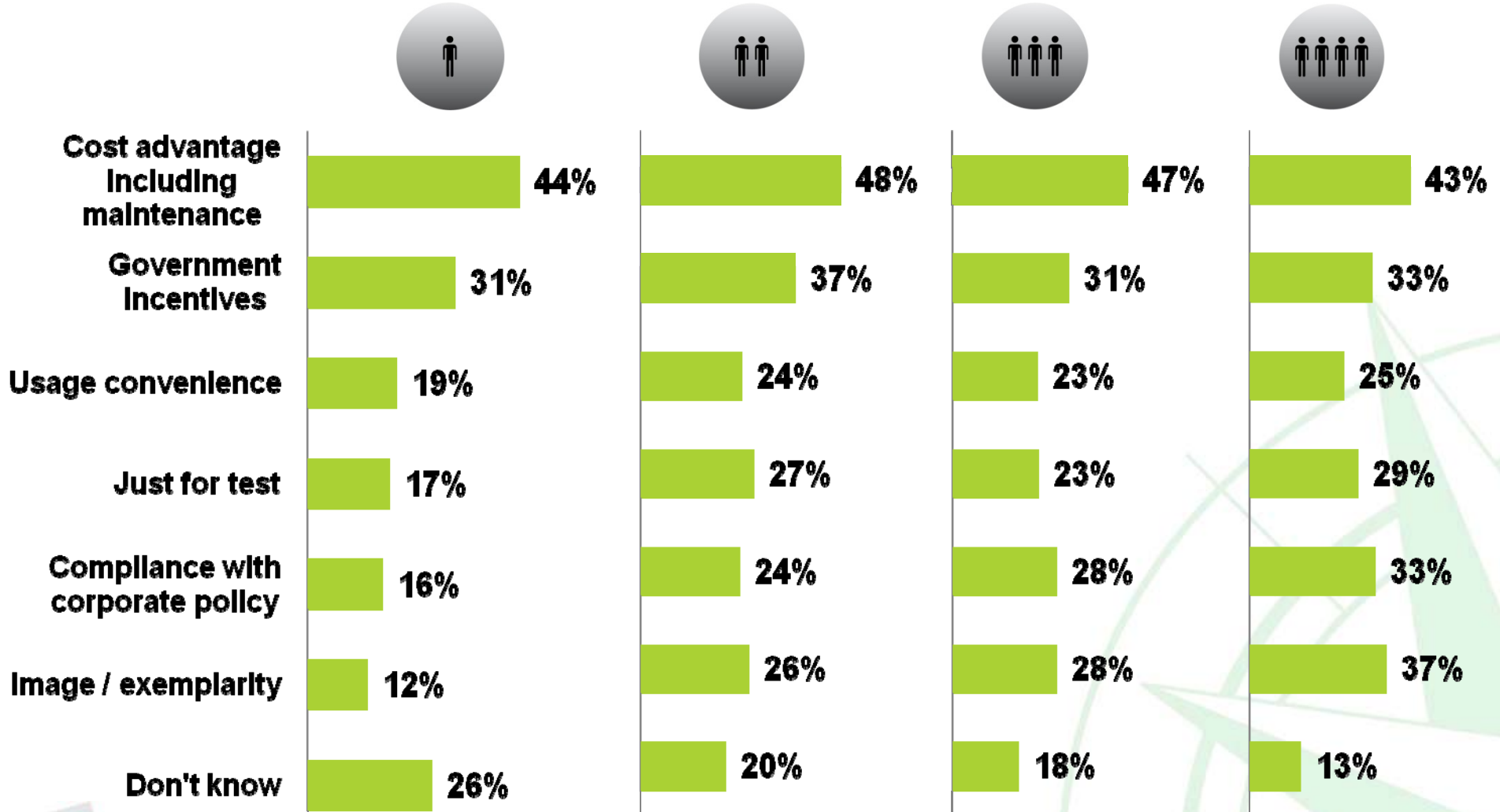
Mileage range requirement for adopting Electric Vehicles (response average, in km)

	EU	BE	CH	CZ	DE	ES	FR	GR	IT	PL	PT	UK
Average given spontaneously	240	210	210	340	350	340	320	160	280	160	380	110
Don't know	8%	-	2%	-	-	1%	3%	10%	11%	17%	9%	20%

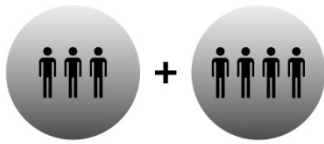


Motivations to acquire or use an electric vehicle

% who think this motivation could lead to acquire / to use an Electric Vehicle















Base: companies with corporate vehicles = 100%



Motivations to acquire or use an electric vehicle

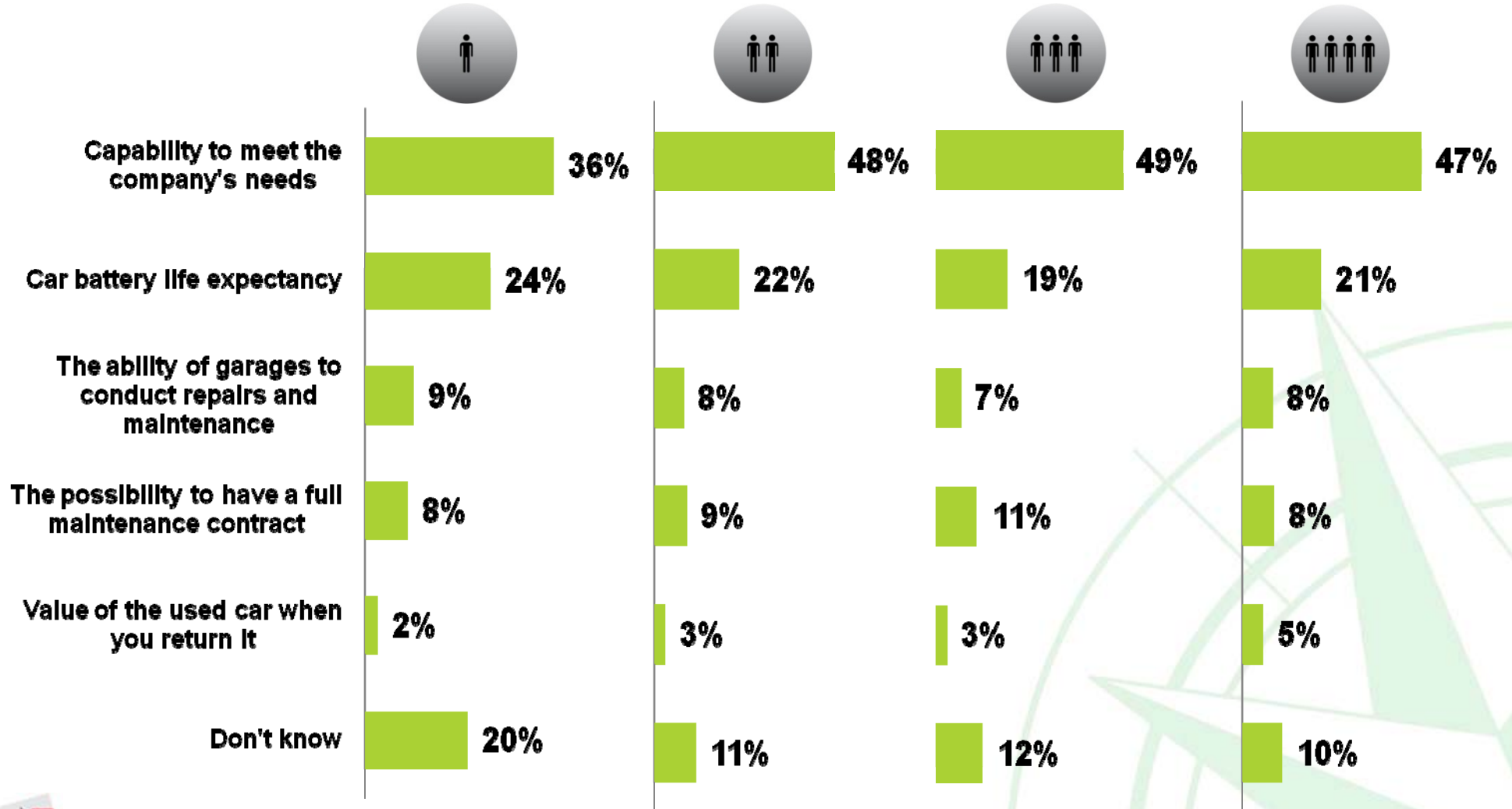
% who think this motivation could lead to acquire / to use an Electric Vehicle

	 EU	 BE	 CH	 CZ	 DE	 ES	 FR	 GR	 IT	 PL	 PT	 UK
Cost advantage including maintenance	47%	19%	31%	34%	38%	43%	42%	72%	28%	56%	50%	68%
Government incentives	32%	25%	18%	16%	26%	57%	36%	29%	31%	23%	18%	50%
Usage convenience	23%	10%	17%	4%	11%	31%	28%	21%	3%	18%	5%	52%
Just for test	24%	20%	24%	13%	31%	15%	41%	18%	2%	25%	5%	28%
Compliance with corporate policy	29%	16%	30%	13%	22%	30%	38%	24%	15%	13%	13%	47%
Image / exemplarity	29%	27%	45%	2%	19%	20%	52%	21%	14%	14%	19%	35%
Don't know	17%	29%	17%	46%	9%	5%	13%	14%	36%	21%	28%	18%

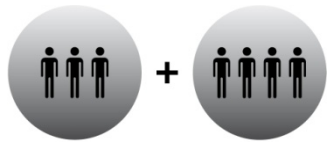
Base: companies with corporate vehicles = 100%















Main concern in the administration of Electric Vehicles' in the fleet



Base: companies with corporate vehicles = 100%



Main concern in the administration of Electric Vehicles' in the fleet

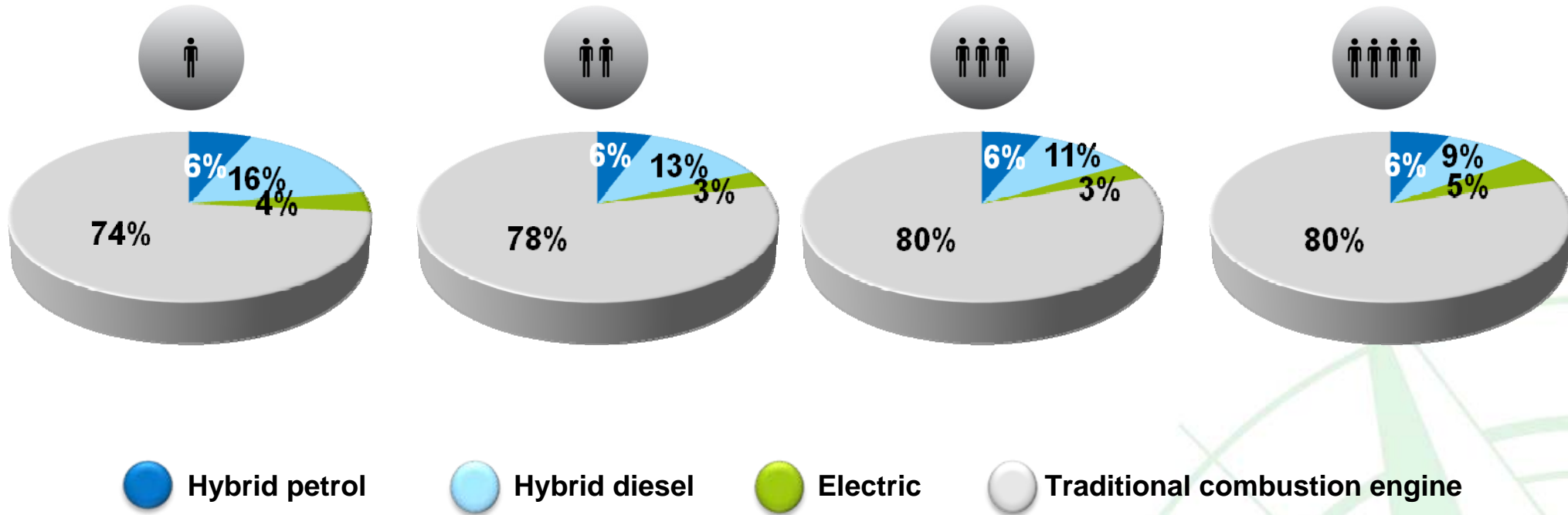
	 EU	 BE	 CH	 CZ	 DE	 ES	 FR	 GR	 IT	 PL	 PT	 UK
Capability to meet the company's needs	49%	41%	50%	30%	63%	35%	47%	31%	25%	46%	48%	61%
Car battery life expectancy	19%	21%	21%	13%	12%	30%	15%	26%	36%	14%	6%	17%
The ability of garages to conduct repairs and maintenance	7%	4%	4%	3%	2%	20%	9%	12%	4%	10%	4%	8%
The possibility to have a full maintenance contract	10%	3%	7%	14%	14%	5%	11%	17%	15%	4%	12%	9%
Resale value of used cars	3%	2%	4%	0%	4%	5%	7%	0%	2%	6%	9%	1%
Don't know	12%	29%	15%	40%	5%	5%	11%	13%	19%	20%	22%	4%

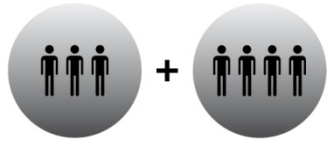
Base: companies with corporate vehicles = 100%



Potential for Hybrid and Electric in the next 3 years

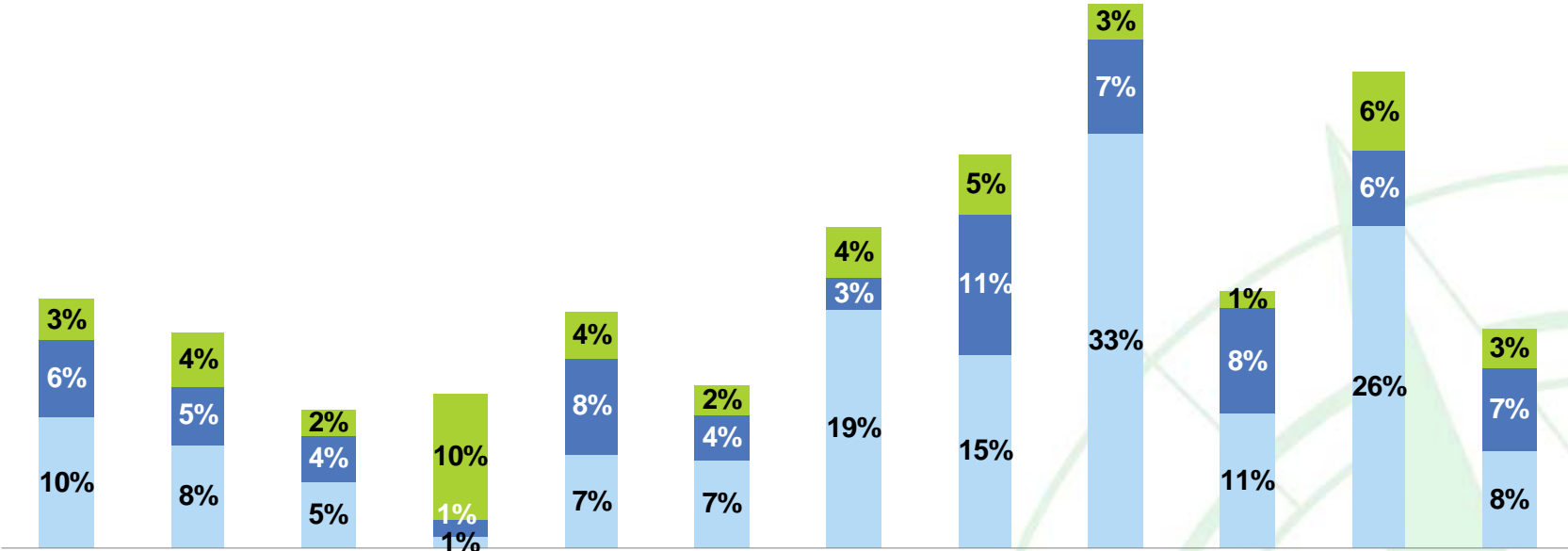
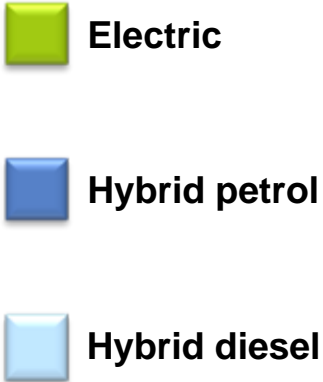
Estimated % of Hybrid and Electric vehicles in the fleet in the next 3 years





Potential for Hybrid and Electric in the next 3 years

Estimated % of Hybrid and Electric vehicles in the fleet in the next 3 years



Base: companies with corporate vehicles = 100%

■ Haben Sie Fragen?

■ Ralf Woik

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Download des Vortrags unter www.arval.de im Bereich CVO unter
Veranstaltungen

