

Fleet Market in Spain to 2014

Description: This product provides key historic data and forecasts on the fleet market in Spain. Featured datasets are: existing/new company cars in use (2003-2014); existing/new company cars per funding method (operational vs finance leasing; outright purchase); company cars in use by make; company car market by funding method and fleet size segments; penetration of fleet management services.

Scope

- Provides an insight into the market dynamics of the Spanish fleet market
- Data on the company car market and fleet financing, including fleet by vehicle manufacturer and financing by customer fleet size segment

Highlights of this title

The outsourcing trend in Europe's company car market continues with growing number of cars managed by external specialist.

Fleet Market in Spain to 2014 databook answers the following questions: what financial methods are used by companies to fund their fleets and how is this likely to change in the next five years; what financial methods are preferred by small vs large companies; which markets prefer smaller/larger vehicles; what car makes are most popular?.

Key reasons to purchase this title

- Provides forecasts of the company car market and key acquisition methods highlighting potential opportunities
- Allows users to benchmark their operations against developments in the marketplace, providing an indication of above or below average performance
- Assess impact of economic downturn on the Fleet market and provide revised estimates and forecasts of the key Fleet indicators

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