

Financial and professional services industry benchmark

2024



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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 2021 and 2023.

We applied the following definition of the Financial & Professional Services industry: **Companies offering financial products (banks, insurers, etc) or professional services (accountants and consultants)**

This fleet trend analysis is based on Ayvens passenger car data from over 133 international companies. For the scope and to make sure the data is representative, we've only included countries where at least 100 passenger cars were renewed within the industry each year (2021, 2022 and 2023).

If you would like to know how sustainable this industry is compared to other industries please check out our [Sustainable Industry Fleet Ranking 2024](#).

A large, abstract graphic composed of two teal-colored shapes. The shape on the left is a curved, wedge-like form that tapers towards the bottom left. The shape on the right is a vertical, trapezoidal form that tapers towards the bottom right. Both shapes are filled with a solid teal color and are set against a dark blue background.

Results 2023

Key insights



The share of diesel vehicles in financial and professional service fleets is following a similar downward trend as seen in other industries. This powertrain is mostly being replaced by battery electric vehicles, plug in hybrid electric vehicles (PHEVs) or hybrids.



While average CO₂ emissions are decreasing, the rate at which they are differs greatly per country with the largest decreases seen in Sweden, Netherlands, Belgium, Finland and Denmark.



Poland and Croatia have the highest average fleet CO₂ emissions at 135 g/km and 133 g/km respectively. This is almost double the financial and professional services industry fleet CO₂ average of 66.8 g/km.



The C1 segment is the most popular car segment for a third year in a row

Most driven car segments							
	2021		2022		2023		
	Segment	%	Segment	%	Segment	%	
1 st	C1	18%	C1	14%	C1	13%	
2 nd	B1	13%	B1	12%	SUV-D1	11%	
3 rd	SUV-B1	12%	SUV-B1	10%	SUV-C2	11%	
4 th	C2	9%	SUV-D1	10%	B1	11%	
5 th	D2	8%	D2	9%	SUV-D2	11%	
6 th	SUV-C2	8%	SUV-D2	9%	D2	9%	
7 th	SUV-C1	7%	SUV-C1	8%	SUV-C1	9%	
8 th	SUV-D2	6%	SUV-C2	8%	C2	8%	
9 th	SUV-D1	6%	C2	6%	SUV-B1	6%	
10 th	D1	4%	D1	3%	D1	3%	

Most popular segment: C1

- There are very little changes in segment popularity in recent years.
- There are more premium car segments in the top ten – 6 premium car segments, compared to 4 volume segments.
- The SUV-B1 segment has dropped slightly in popularity, going from third place in 2021 to ninth in 2023.

The Tesla Model Y is the most popular car in the financial and professional services industry

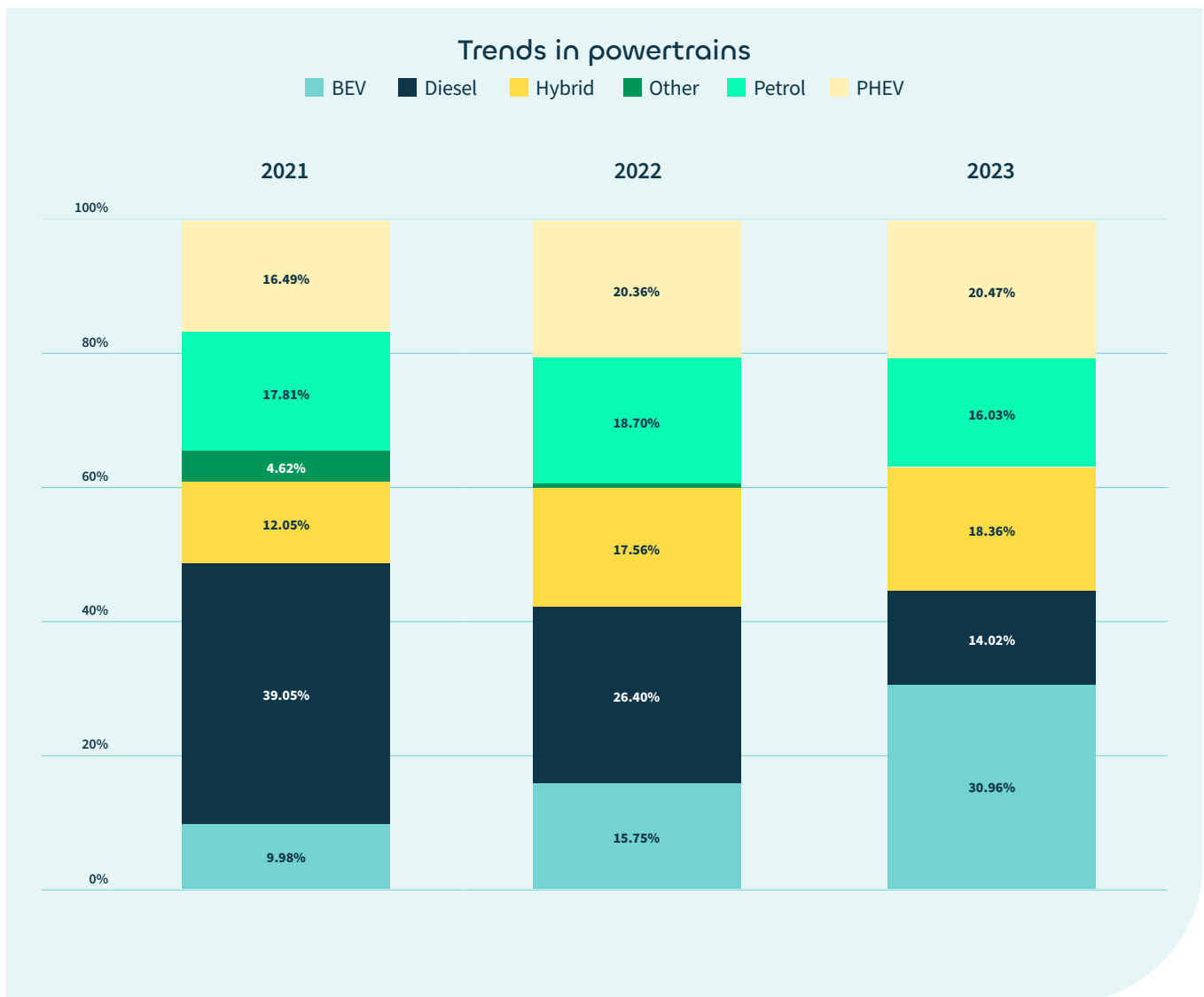
	2021 Make & Model	2022 Make & Model	2023 Make & Model
1 st	Peugeot 2008	Peugeot 2008	Tesla Model Y
2 nd	Renault Captur	Toyota Corolla	Toyota Corolla
3 rd	BMW 1 Series	Renault Clio	Renault Clio
4 th	Renault Clio	Peugeot 3008	Audi A3
5 th	Peugeot 3008	Citroen C3	Peugeot 3008
6 th	Peugeot308	Mercedes CLA-Class	BMW 1 Series
7 th	Ford Focus	Renault Captur	Volvo XC40
8 th	Renault Megane	Mercedes A-Class	Mercedes A-Class
9 th	Mercedes A-Class	BMW 1 Series	Peugeot 308
10 th	Peugeot 208	Peugeot 308	Polestar Polestar 2

Most popular car:
Tesla Model Y



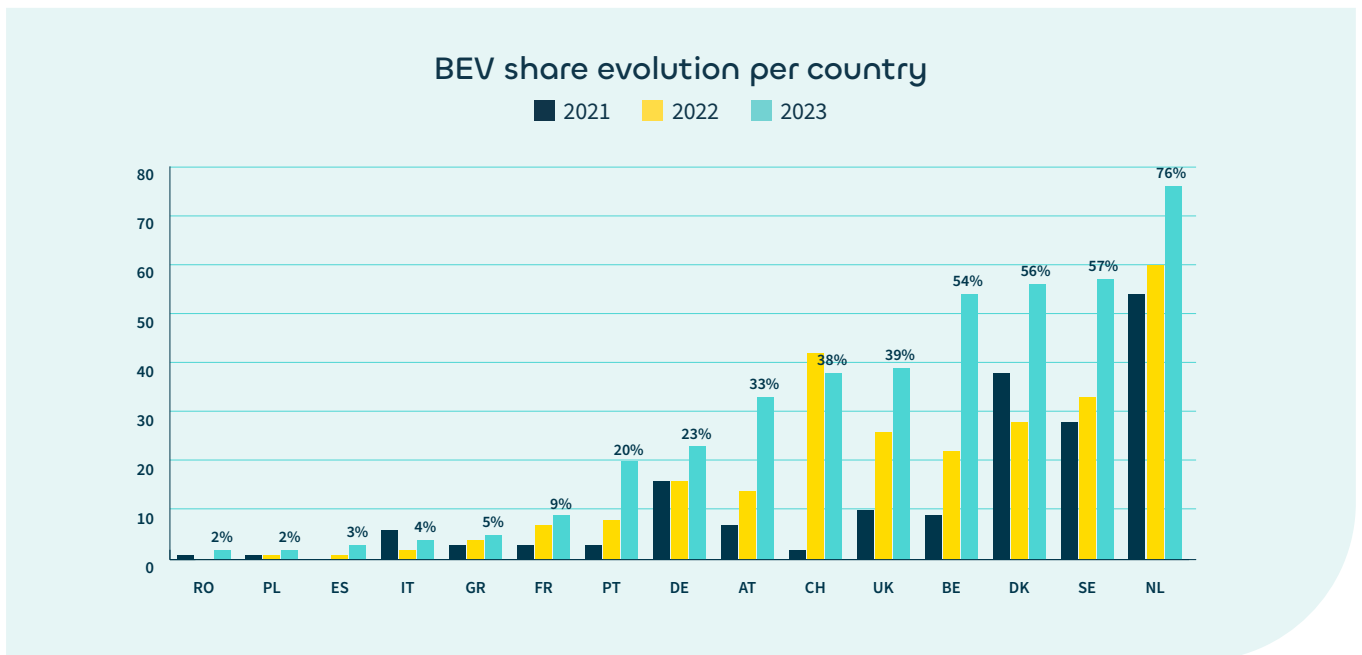
- 2023 saw many cars make their way into the top 10, including Tesla Model Y, AudiA3 and the VolvoXC40.
- While the Peugeot2008, was the top car in 2021 and 2022, in 2023 it didn't manage to make the top 10.

The major changes in share of powertrains has primarily been with battery electric vehicles and diesel



- Plug-in hybrid electric vehicles (PHEVs) and hybrids have seen modest increases in the overall fleet share since 2021.
- The share of petrol cars in fleets has slightly decreases to 16.03%.
- BEVs and diesel have had the largest changes with the share of diesel in fleet decreasing by 25 percentage points since 2021 and the share of BEVs increasing by 15 percentage points in this period.

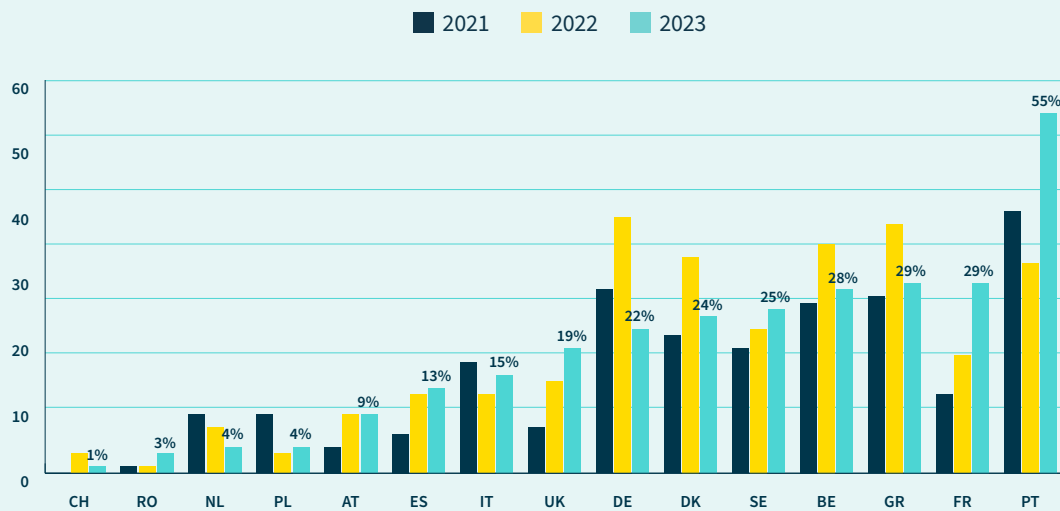
In 2023, the Netherlands had the highest share (76%) of battery electric vehicles in fleet



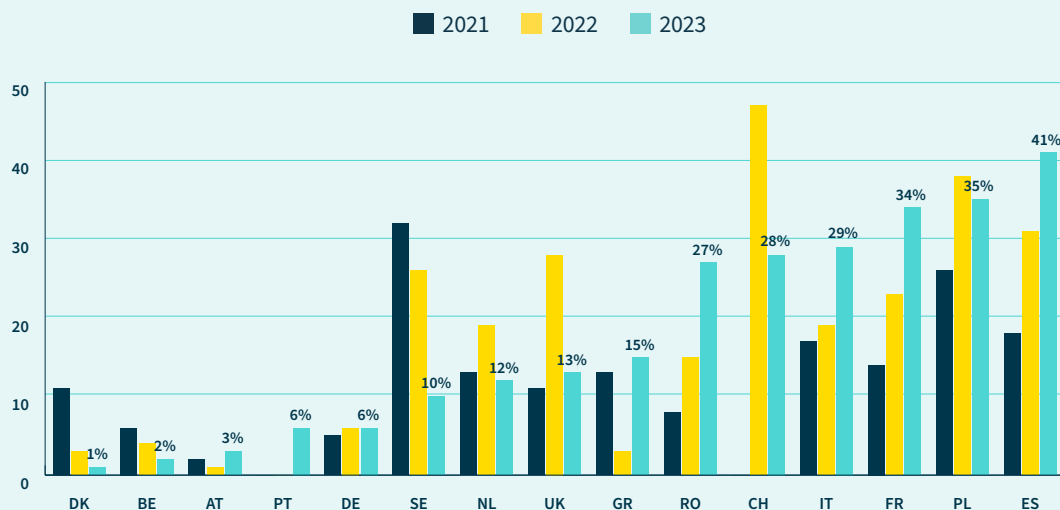
- Fleet electrification trends differ greatly depending on the country, with the highest rates in the Netherlands, Belgium, Denmark and Sweden.

Plug-in hybrid electric vehicles (PHEVs) are very popular in Portugal

PHEV share evolution per country

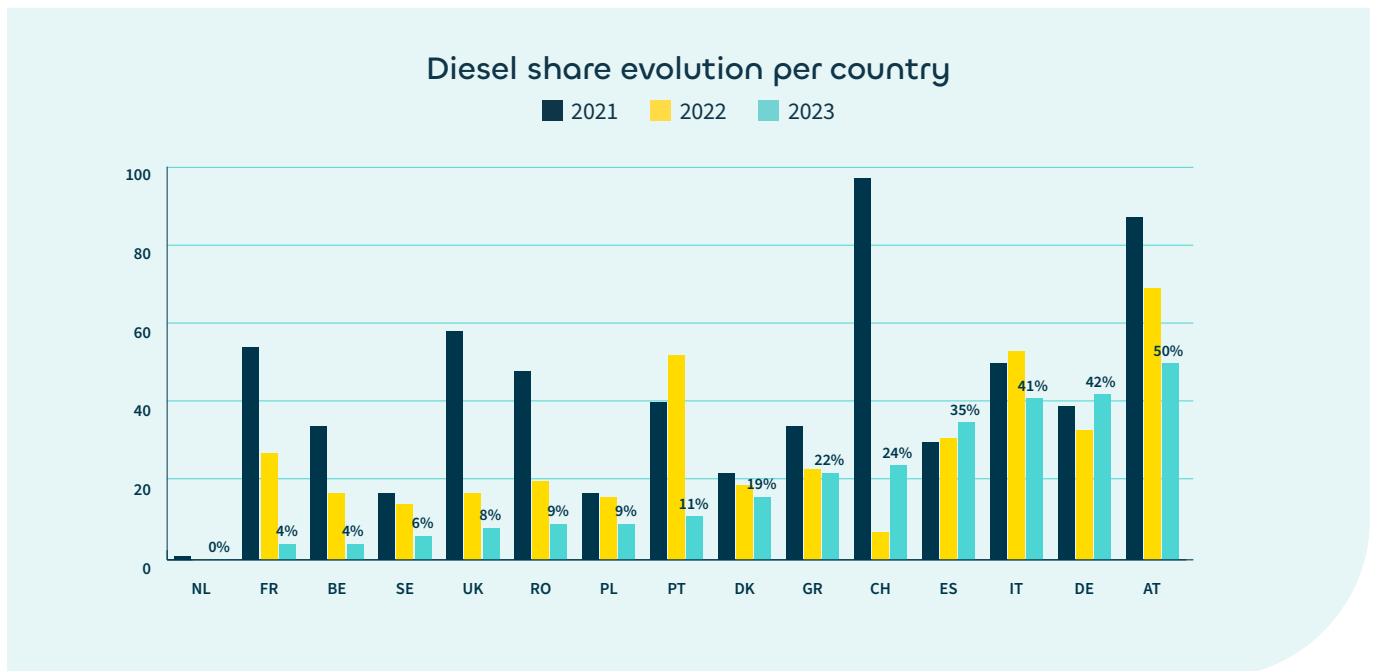


Hybrid share evolution per country



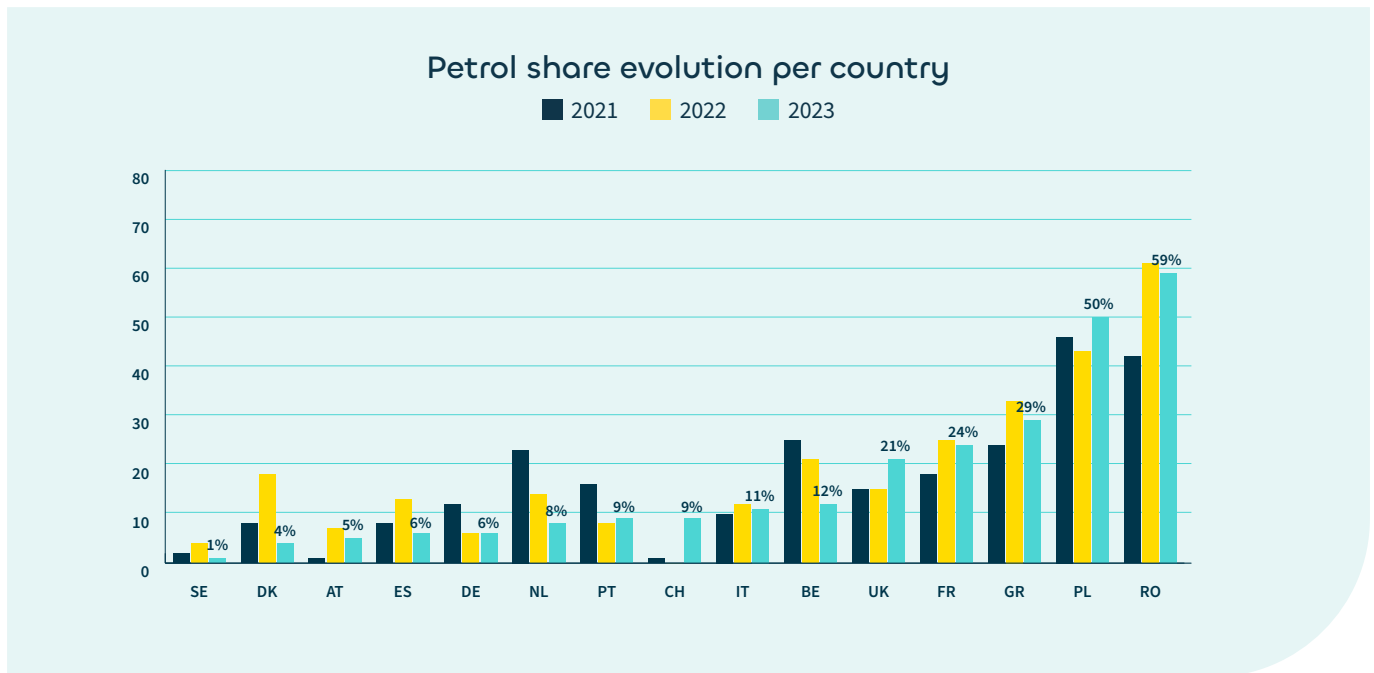
- PHEV uptake is very low in some countries like Switzerland.
- Portugal has seen the largest year on year increases in PHEVs in financial and professional service industry fleets.
- Poland and France have the largest shares of hybrid vehicles in fleet with Spain share being the highest by far at 41%.

Most countries have seen a decrease in the share of diesel in financial and professional service industry fleets since 2021



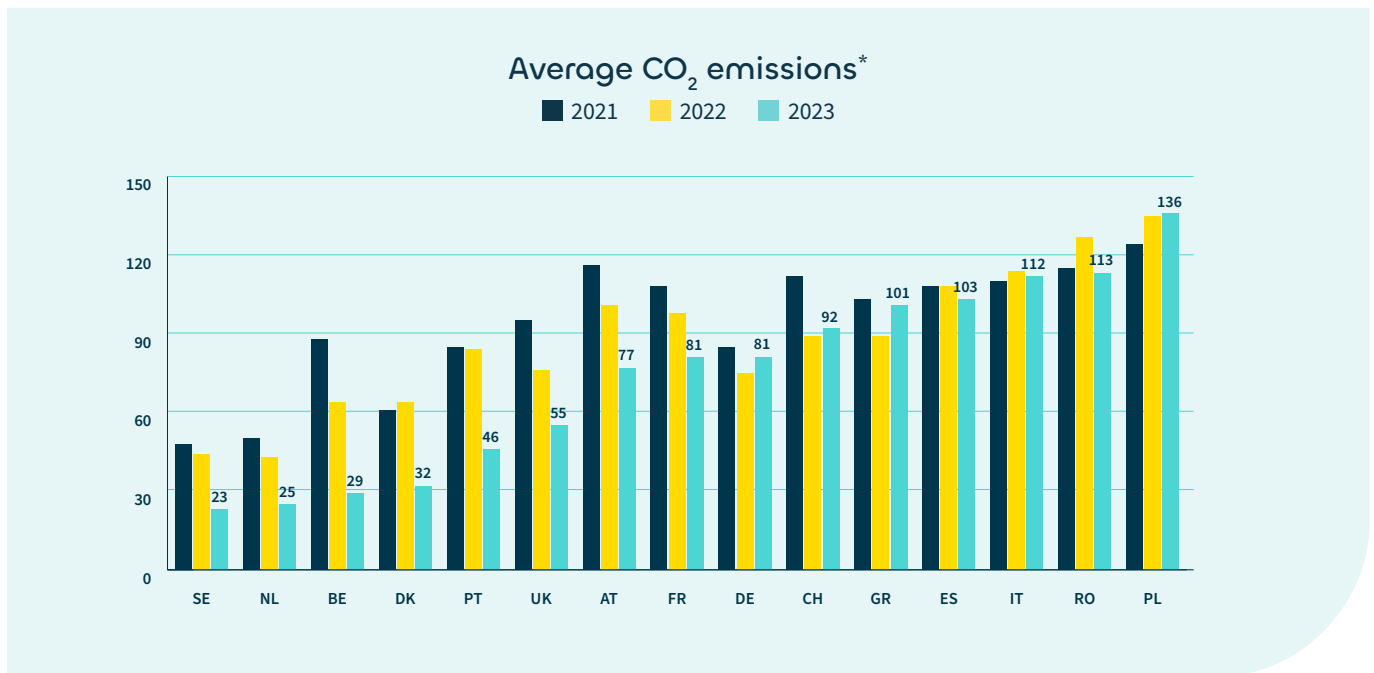
- Germany and Spain are the only countries that have seen an increase in the share of diesel cars in fleet since 2021.
- Belgium, France and The Netherlands have the lowest share of diesel cars (below 5%) in fleet.

Denmark, and Sweden all have the lowest share of petrol cars in fleet (below 5%)



- While overall petrol cars are decreasing in popularity, this is really dependant on the country as some countries have seen increases in petrol share in recent years, including Poland, Romania, Switzerland and the United Kingdom.

While average CO₂ fleet emissions are decreasing, 5 countries still have average emissions above 100g/km


















- Northern and western European countries have lower average CO₂ emissions from cars in financial and professional service fleets, with Sweden being the lowest at 23g/km.
- About half of the countries have seen a strong downward trend in emissions while the other half has remained fairly stable over the last 2 years or, in some cases, slightly increased.
- Poland has, by far, the highest average emissions due to the higher share of petrol cars in fleet.

*Emissions are based on OEM estimates and not real-world emissions

Appendix A: Segmentation – Overview

The letter indicates the dimensions of the vehicle; C being smaller than E.
 The number indicates the quality level of a brand; 1 being a ‘volume brand’ and 2 being ‘premium brand’

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

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