



EUROPEAN COMMERCIAL FLEETS

OWNERSHIP TRENDS AND MAINTENANCE PREFERENCES

Like many businesses, the past two years have been difficult for commercial fleets. Supply challenges, increased demand for goods, and rapidly increasing costs, all while trying to sustain a profitable business.

To better understand the impact of these trends, Lubrizol surveyed European fleets to 1) explore changes in commercial vehicle OEM models and fleet buying behaviors and 2) learn how changes in fleet composition and ownership models impacted maintenance practices and lubricant needs.

The results revealed some distinct trends. Fleet owners and managers seek greater flexibility, and a trend towards leasing vehicles as opposed to owning. Additionally, fleets are using an increasing variety of different trucks. This places an emphasis on having an effective universal engine lubricant solution.



Survey Quick Facts:

Lubrizol surveyed 623 participants covering a range of roles and responsibilities from fleets that differed in application, size, and end use:

Job Title

- Leasing program manager
- Fleet manager
- Senior management
- Manager

Vehicle Types

- Long-haul trucks
- Short-haul trucks

Product Segments

- Medium duty
(From greater than 3.5 metric tons to less than 16 metric tons)
- Heavy duty
(16 metric tons or more)

Fleet Types

- Transportation of goods
- Local pick-up and delivery
- Food services

Key Findings

Fleets use multiple different trucks. Having the right universal engine lubricant is key

Fleets are progressively shifting towards mixed ownership models across Europe

Leasing is becoming a more popular option. Many fleets choose to lease directly from the OEM

There is an opportunity to educate fleet owners about OEM recommendations and the value they bring

Overall, OEMs have a significant influence across the value chain

Want to stay up to date? Visit lubrizol360.com for industry news and information, trends, and market and consumer insights that can help move your business forward with confidence.

Lubrizol



EUROPEAN FLEET SURVEY RESULTS UNCOVERED



Own, Lease, or Mixed?

Each region differs in terms of its trend towards an owned, leased, or mixed ownership model. But despite these regional differences, the general trend is towards a mixed ownership model.

Why Are Fleet Leasers Moving Towards Mixed Ownership?

We asked fleet managers about the key benefits of leasing. The top three advantages that they highlighted were improved vehicle condition, better fuel efficiency and improved safety. The added benefit of lower initial investment can help fleet managers retain their workforce in addition to having the flexibility to access modern truck technology every few years, helping fleet managers to improve fuel economy.

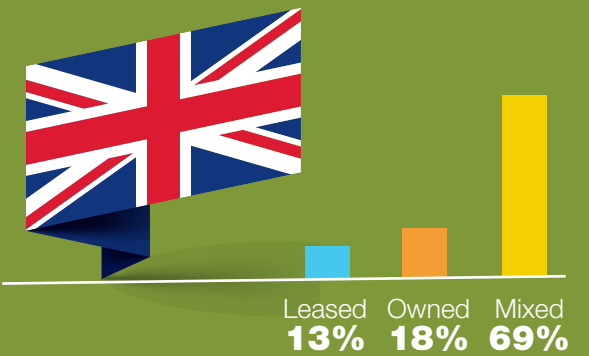
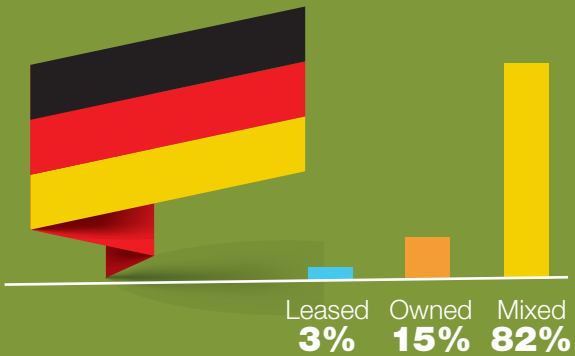
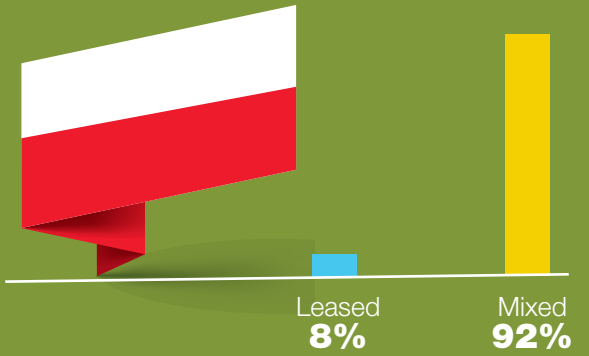
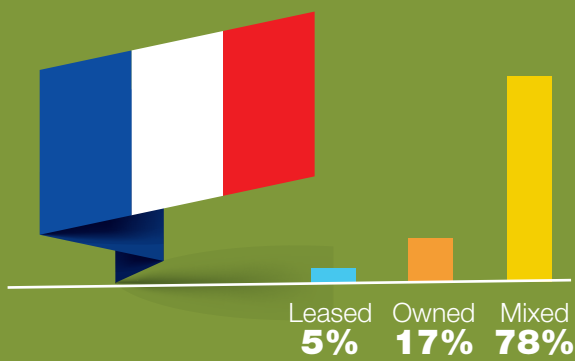
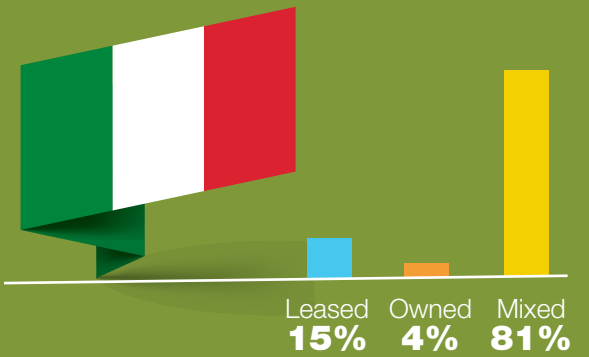
Interview Spotlight:

Based on multiple interviews with UK independent leasing companies, it was emphasized that one of the biggest costs to fleet managers is fuel. Having the option to lease gives fleet managers access to more aerodynamic trucks, which enable better fuel efficiency and reduce overall running costs.

Leasing allows access to the latest truck technology, which is safe, compliant, and a great incentive for drivers.



A greater percentage of fleet managers are now actually looking at moving towards a mixed ownership model.



Leasing allows access to the latest truck technology, which is safe and compliant, and therefore a great incentive for drivers.



Vehicle Condition



Fuel Efficiency



Safe, Legal Compliant



Visit lubrizol360.com for an inside look at industry news and information, trends, and market and consumer insights that can help move your business forward with confidence.





THE IMPACT OF FLEET LEASING ON MAINTENANCE



How Do Ownership Models Impact Lubricant Choice?

Survey participants were asked how different ownership models impacted their decisions on maintenance and lubricant choice.

For fleets that are primarily leased, maintenance schedules as well as lubricant choices are either mandatory or recommended by the leasing company. The majority of fleets make lubrication decisions based on either the current standard of the truck or the recommended OEM specification. The same holds true for fleets that are predominately owned. When asked how decisions are made on maintenance schedules for owned vehicles, decisions once again tend to be based on recommendations from the OEM.

The trend is clear – OEMs have a significant influence on both maintenance and lubricant choice in both the leased & owned commercial vehicle space.

Fleets can source their leased vehicles direct from the OEM or from independent finance companies and workshops. Regardless of the lease provider, we learned that OEMs still are the most common source of information regarding maintenance schedules and engine lubricant recommendations.

Fleet managers recognize the importance of returning a vehicle in good condition at the end of its lease. Fleet managers also tend to purchase a maintenance contract to increase the resale value of the vehicle. If a fleet manager did not sign up for any maintenance services, any issues with the truck are charged as penalties at point of return. Therefore, to minimise risk and cost, a popular option for fleet managers is to purchase the maintenance agreement with the leasing contract. The influence of the OEM in this space is strong, and having an approved lubricant which can meet the testing requirements set out by the OEMs is key for oil marketers.

European Lease Types



Direct from OEM
75%

From an independent
finance company
43%

From a workshop
24%

180 Respondents

102 Respondents

57 Respondents

339 Total Respondents



Operating Lease

There is no option to purchase the truck at the end of the contract. It is returned to the lease/rental company and subsequently sold



Financing Lease

The customer has the option to buy at the end of the contract

Leasing is typically between 2-7 years financing, based on the length and services a fleet manager requires.

Lubrizol offers an extensive range of solutions designed and tested to deliver OEM approved performance for the latest hardware requirements.

Want to learn more? Contact your Lubrizol representative for more details on our product range.





EUROPEAN FLEET COMPOSITION



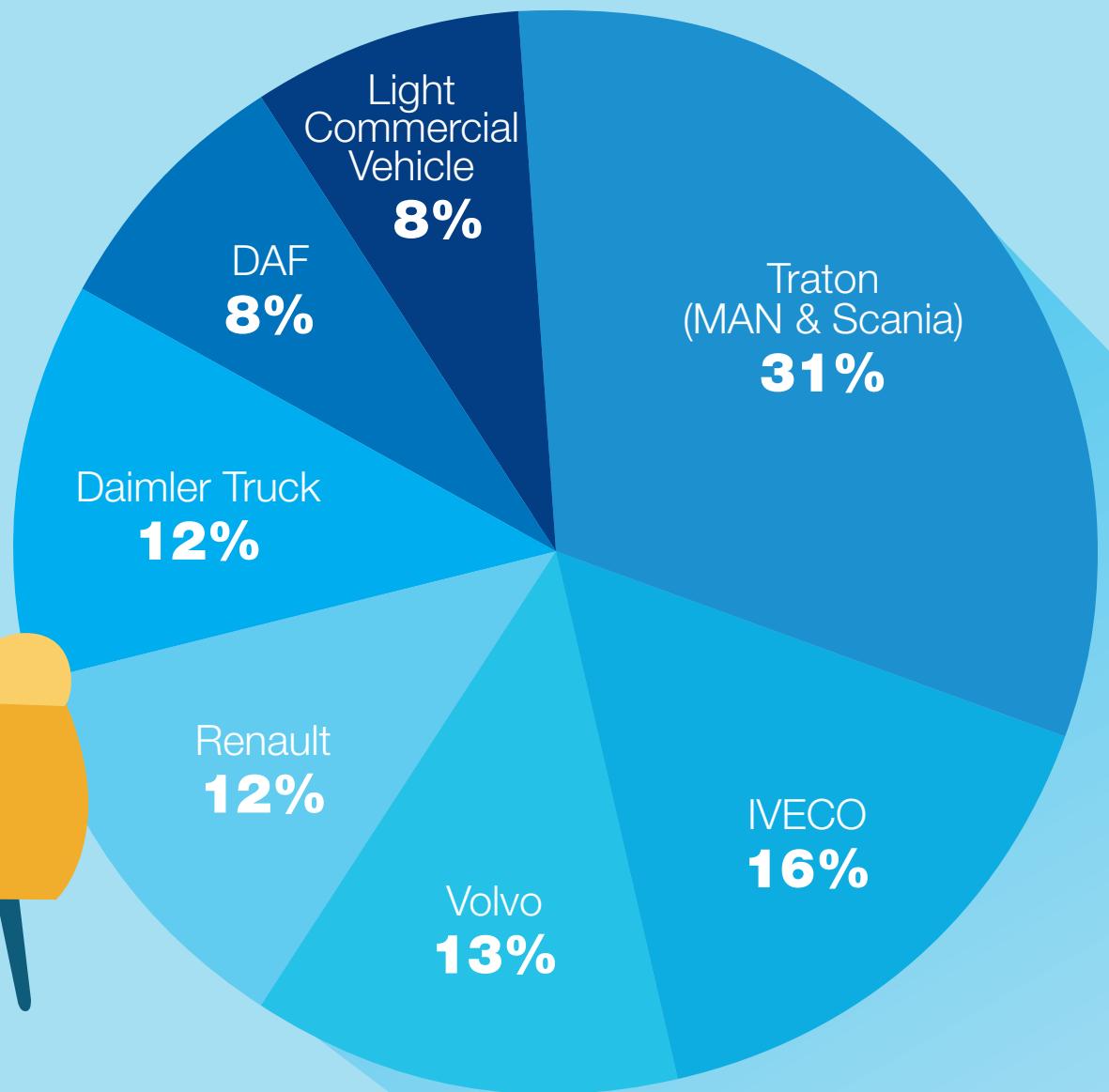
Trucking Brands

Participants in our survey also specified which OEM trucks they had in their fleet. The chart indicates that fleets tend to consist of multiple different OEM trucks. Also, the percentage split is shared evenly across the various OEMs.

Based on the diversity of the typical European fleet, oil marketers should expect to see increased demand for a universal solution as part their portfolio to ensure that they address the needs of multiple different OEM performance requirements.



European Fleet by OEM



Visit lubrizol360.com for an inside look at industry news and information, trends, and market and consumer insights that can help move your business forward with confidence.

