

Press Release

Ayvens Mobility Monitor 2026: Europeans confirm strong interest in long-term leasing

Paris, 6 May 2026

Interest in car leasing continues to grow across Europe, yet adoption remains uneven. According to Ayvens Mobility Monitor 2026, 49% of private individuals hold a positive attitude toward leasing in 2025, but only 26% are willing to lease a car in the next 5 years, revealing a gap between interest and action. The study highlights a clear north-south divide, with Southern Europe more enthusiastic than Northern and Western markets, which remain cautious. Momentum is driven by Gen Z and Gen Y and the growing appeal of second-hand leasing, now attracting 45% of consumers seeking affordability and flexibility.

Ayvens Mobility Monitor 2026 is an independent study carried out with Ipsos, based on responses from 3,934 consumers across 12 European countries. The study shows that mobility habits are evolving rapidly as private individuals seek flexibility, convenience, and financial predictability—all core advantages of long-term leasing.

Younger generations lead the shift toward leasing.

Generational differences remain strong. Gen Z (18–27) and Gen Y (28–43) are significantly more positive about leasing, seeing it as a modern, flexible, and low-risk mobility solution. These groups also show a clear preference for fully online or hybrid leasing processes, confirming a shift toward digital end-to-end mobility experiences. While Boomers (60+) remain more sceptical and are less interested in second-hand leasing options, showing a traditional preference for ownership.

A clear north–south divide across Europe.

The study confirms strong regional contrasts. Southern Europe remains the most enthusiastic region, with Portugal (72%), Greece (66%), Spain (64%), Italy (51%) reporting the highest positive attitudes toward leasing.

Northern and Western Europe remain more cautious, except in France (46%):

- High levels of perceived cost—such as in the Netherlands, where 51% believe leasing is more expensive than buying—limit uptake.
- Countries like Germany, Sweden and Norway show a higher share of negative or neutral views and lower declared interest in leasing.

Urbanization also plays a role:

- 52% of urban residents hold a positive view of leasing, compared with 38% in rural areas.

Second-hand leasing: from alternative to first choice

One of this year's strongest findings is the growing interest in second-hand leasing:

- 45% of consumers are interested in leasing a second-hand vehicle, with interest highest in Greece and the Netherlands.
- For many, second-hand leasing is not a compromise but a compelling first option:
 - 74% cite lower monthly payments as a decisive advantage compared to leasing a brand-new car.
 - Consumers appreciate the ability to drive well-maintained vehicles at a more accessible cost.

Even perceived downsides—like concerns over mechanical issues—do not outweigh the growing appeal of a budget-friendly, lower-risk mobility pathway at a time when households face rising costs.

Second-hand leasing is now positioned as a powerful engine for leasing-market growth, widening accessibility to leasing for households that might not consider a new vehicle.

“Long-term leasing continues to evolve, appealing to a wider range of customers, from young digital-first consumers to households seeking predictable and effortless mobility,” **comments Olivier Théron, Direct & Indirect Retail Global director of Ayvens Group.** *“The growing interest in second-hand leasing reflects a wider shift toward smarter, more sustainable, and more affordable mobility. As technological and economic factors reshape mobility habits, Ayvens remains committed to providing flexible, accessible, and sustainable mobility solutions that meet our customers’ needs.”*

Notes to editors:

- The Mobility Monitor 2026 is available for download [here](#)
- The findings of this report are based on a survey conducted by Ipsos for Ayvens, which collected responses from 3,934 consumers in 12 European countries: Belgium, France, Ireland, Germany, Greece, Italy, the Netherlands, Norway, Portugal, Spain, Sweden and the United Kingdom (around 260 complete responses per country).
- The survey was conducted between September 15th and 29th, 2025, to study consumer attitudes and preferences towards long-term leasing and vehicle purchasing.
- The sample was designed to be representative of the population, including different age groups, income levels and distinctions between urban and rural areas.
- The main demographic segments studied are as follows:
 - Generation Z (18-27), Generation Y (28-43), Generation X (44-59), Boomers (60+)
 - Urban and rural populations
 - Income classifications (high, medium, low)
- In this analysis, only complete responses were taken into account.

About Ayvens

Ayvens is a leading global sustainable mobility player committed to making life flow better. We've been improving mobility for decades, providing full-service leasing, flexible subscription services, fleet management and multi-mobility solutions to large international corporates, SMEs, professionals and private individuals.

With more than 13,000 employees across 42 countries, Ayvens manages 3.1 million vehicles and one of the world's largest multi-brand EV fleet.

The company is listed on Compartment A of Euronext Paris (ISIN: FR0013258662; Ticker: AYV). Societe Generale Group is Ayvens majority shareholder.

Find out more at [ayvens.com](https://www.ayvens.com)

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