

Financial & professional industry benchmark

2025



Better with every move.

Contents:

- 3. Introduction
- 4. Key findings
- 5. Most popular car segments
- 6. Most popular cars
- 7. Powertrain trends
- 8. Battery electric vehicle trends trends 2022-2024
- 9. PHEV trends 2022-2024
- 10. Hybrid trends 2022-2024
- 11. Petrol trends 2022-2024
- 12. Diesel trends 2022-2024
- 13. Carbon emission trends 2022-2024
- 15. Appendix: industry definitions



Introduction

In this financial and professional services industry benchmark report, the most important fleet trends for financial and professional service industry fleets in Europe are highlighted, by comparing the passenger car registrations between 2022 and 2024.

The following definition of the financial and professional services industry has been applied:
Companies offering financial products (banks, insurers, etc) or professional services (accountants and consultants).

This analysis of fleet trends is based on Ayvens' passenger car data from 52 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 (2022, 2023 & 2024).

If you would like to know how sustainable this industry compared to other industries, please check out our Sustainable Industry Fleet Ranking 2025.

Key findings:



The financial & professional services industry is leading when it comes to decreasing the share of diesel cars in fleets with all countries included in the benchmark now having diesel cars representing less than 35% of new vehicles.



Average CO₂ emissions for new vehicles have decreased by around 30% in 2024 compared to 2022, leading to the financial & professional services industry having the lowest average emissions of all industries benchmarked. However, there are still stark differences on a country level with average emissions in Italy, Romania, Poland and Switzerland all above 100 g/km.

Most popular segment

	2022	2023	2024
1 st	C1	C1	SUV-C2
2 nd	SUV-B1	SUV-D1	C1
3 rd	SUV-C1	SUV-C2	SUV-C1
4 th	SUV-D1	SUV-C1	SUV-D1
5 th	B1	SUV-D2	SUV-D2
6 th	D2	B1	D2
7 th	SUV-C2	D2	B1
8 th	SUV-D2	C2	SUV-B1
9 th	C2	SUV-B1	C2

Most popular car
segment: SUV-C2



Most popular car

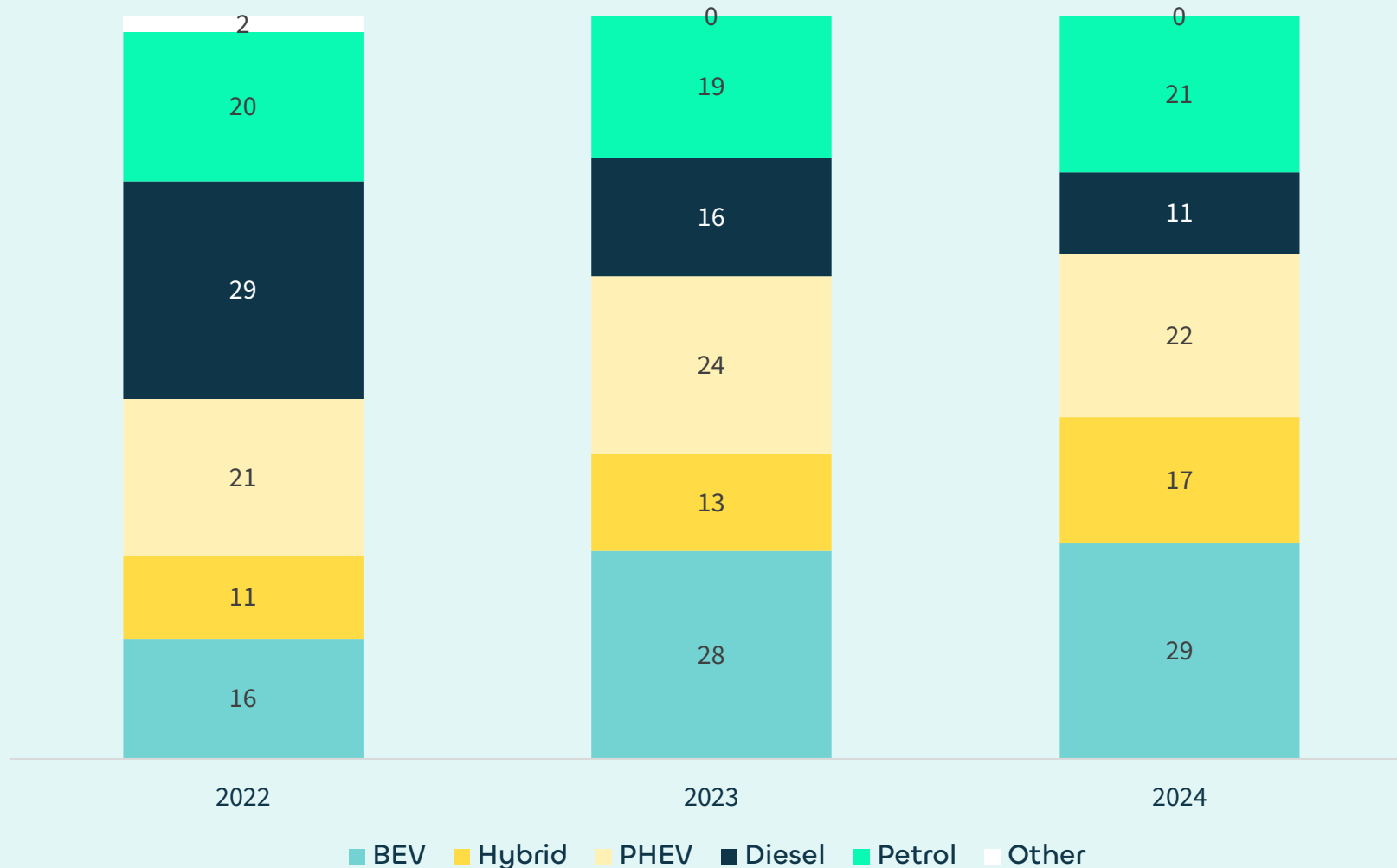
	2022	2023	2024
1 st	Peugeot 2008	Tesla Model Y	BMW X1
2 nd	Toyota Corolla	Toyota Corolla	Peugeot 308
3 rd	Renault Clio	Peugeot 3008	Renault Clio
4 th	Peugeot 3008	Renault Clio	Renault Austral
5 th	Citroen C3	Skoda Enyaq	Toyota Corolla
6 th	Skoda Enyaq	Audi A3	Audi Q4 eT-ron
7 th	Peugeot 308	Volvo XC40	Peugeot 2008
8 th	Mercedes-Benz CLA Class	Bmw1 Series	Mercedes-Benz EQB
9 th	Renault Captur	Peugeot 308	Peugeot 3008

Most popular car:
BMW X1



The changes in the powertrain split are primarily seen in diesel, hybrid and battery electric vehicle share

Trends in powertrains



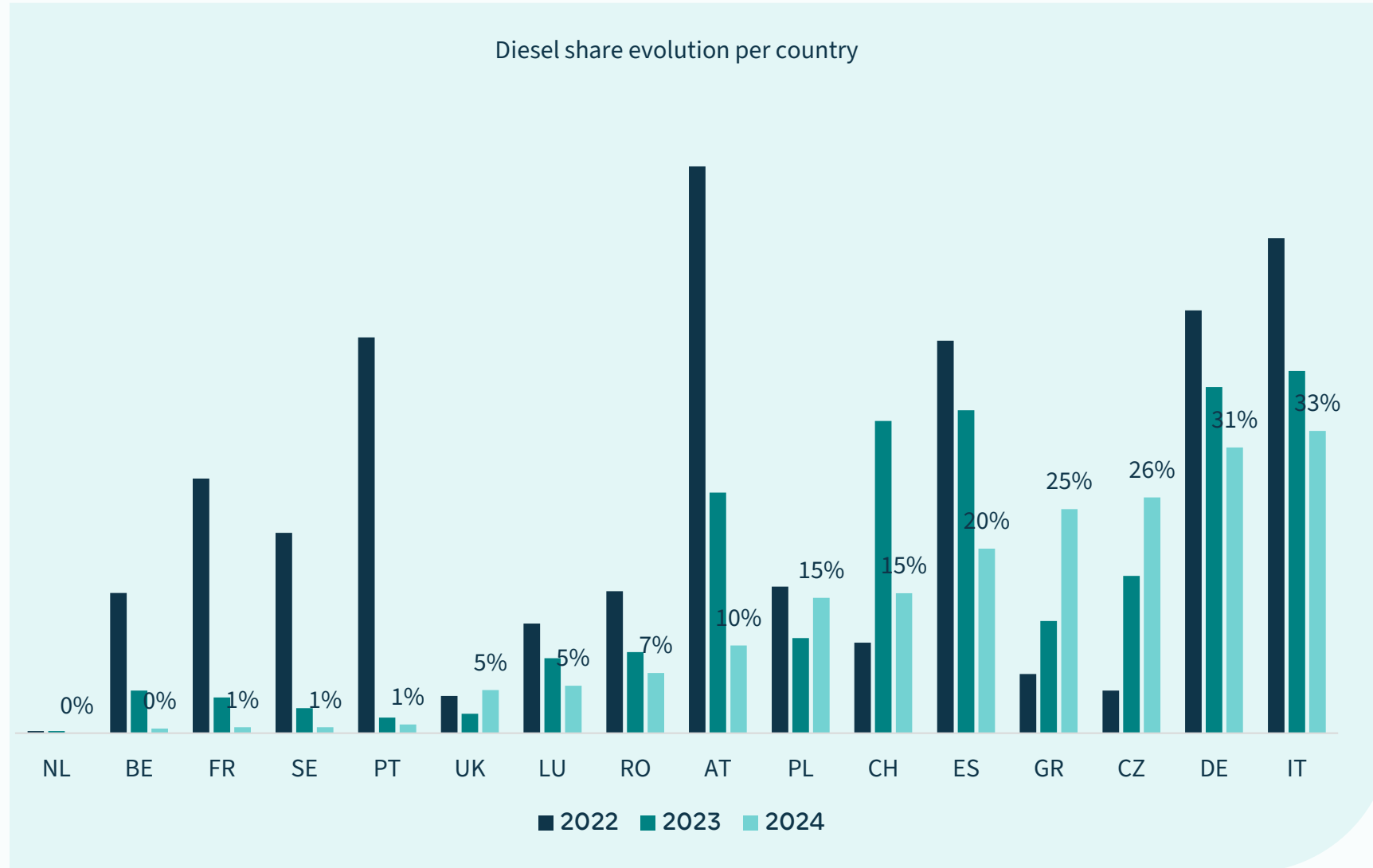
Battery electric vehicle (BEV) share is increasing at almost the same rate as diesel is decreasing.

The share of hybrids has also increased since 2022, going from 11% to 17%.

The share of petrol and plug-in hybrid vehicles (PHEVs) has remained stable.



In most countries the share of diesel vehicles is decreasing



Italy had the highest diesel share in 2024 at 33%, but this is much lower than in other industries.

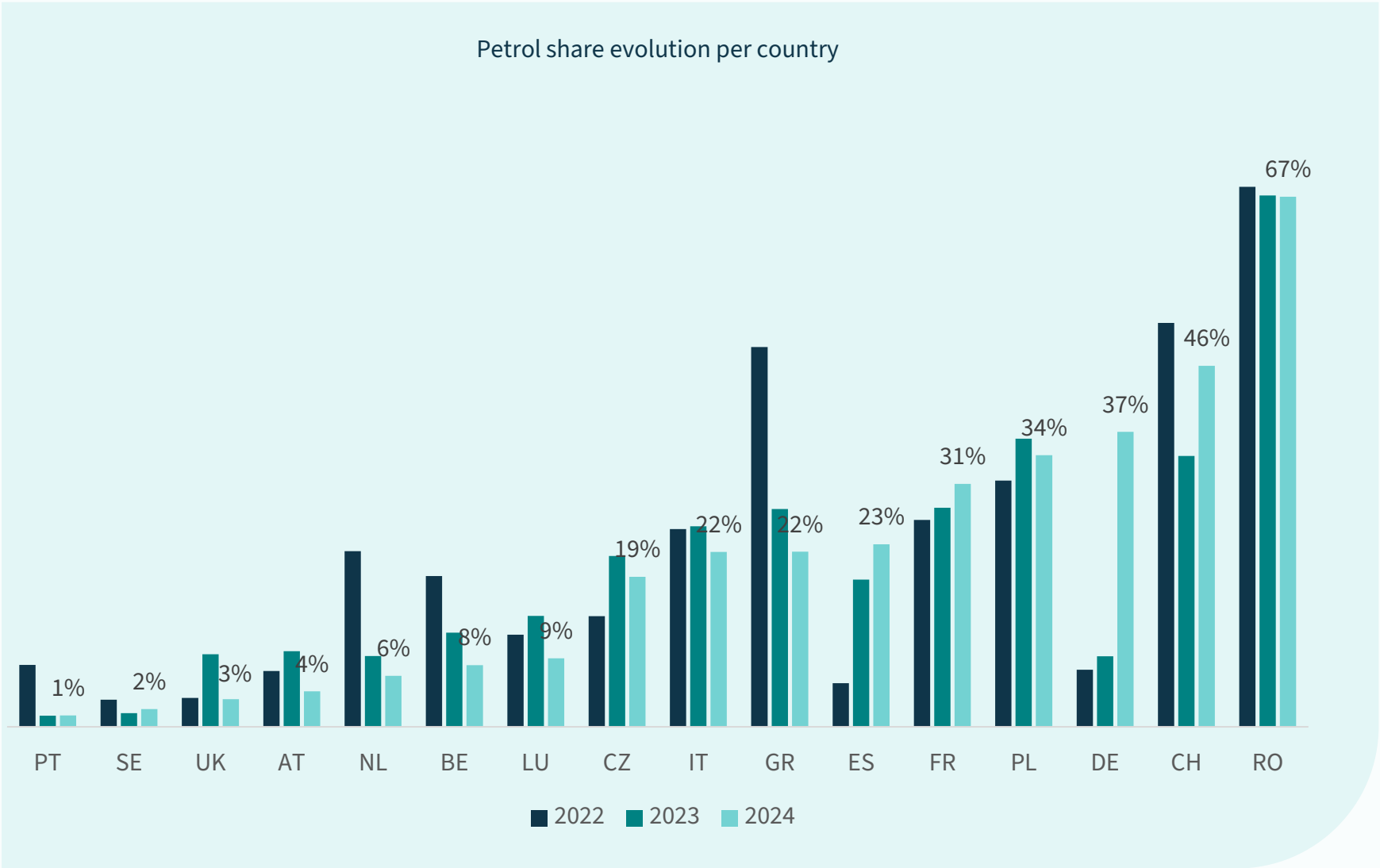
Countries such as Czech Republic, Greece, Switzerland, and the United Kingdom, saw an increase in diesel share from 2022 to 2024, with the largest increasing being in the Czech Republic.

Financial & professional industry fleets in 7 countries now have a diesel share 5% or lower.

Portugal and Austria have seen the largest decreases in diesel share.



The share of petrol vehicles has remained relatively stable with large changes only seen in a few countries

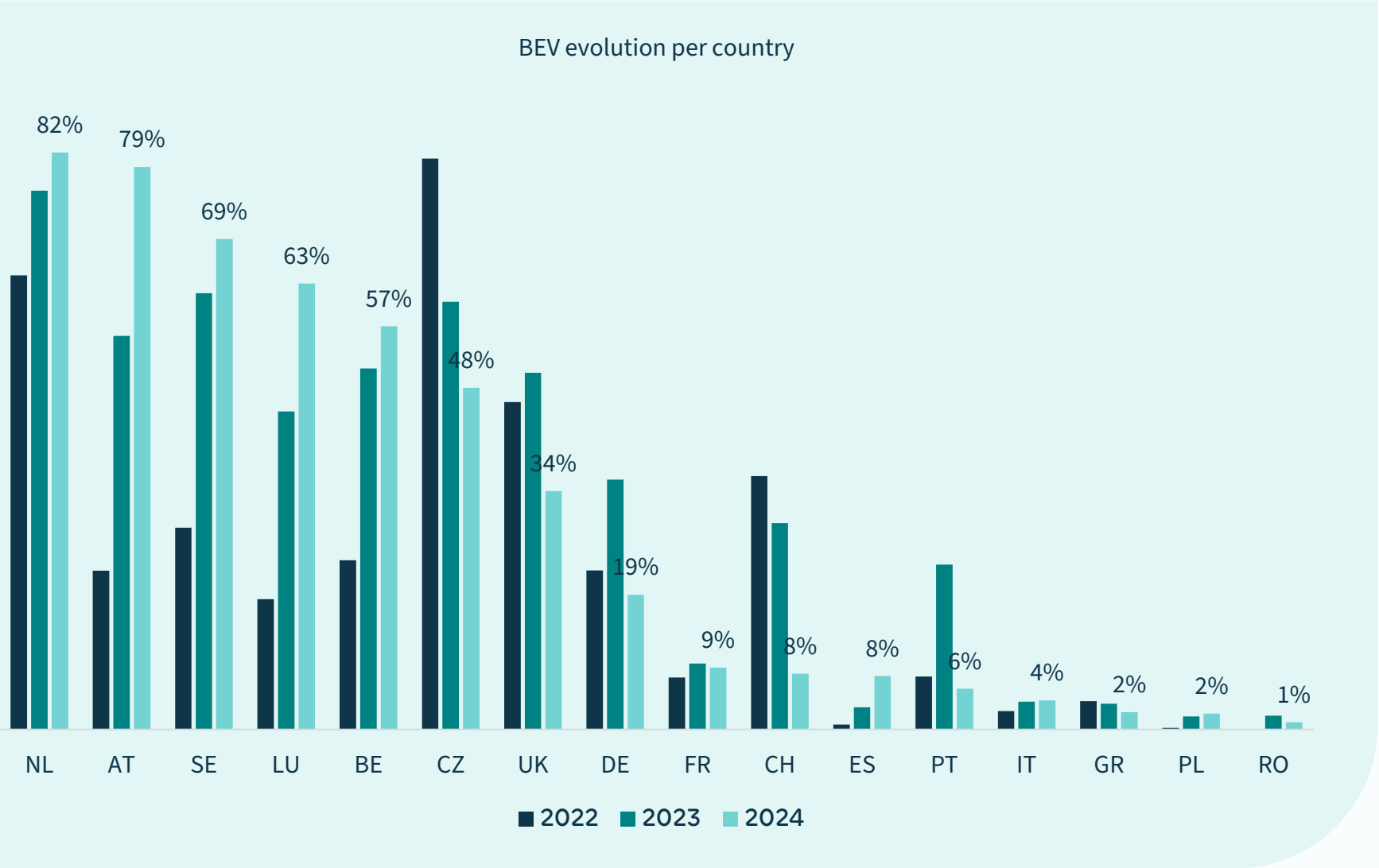


Portugal, the Netherlands, Belgium and Greece have seen the largest decreases in petrol vehicles in fleet, with financial and professional services fleets in Portugal now having new petrol cars representing only 1%.

There have been large increases in the share of petrol cars in fleets in Germany and Spain.



BEV adoption varies widely across Europe in the financial & professional industry.

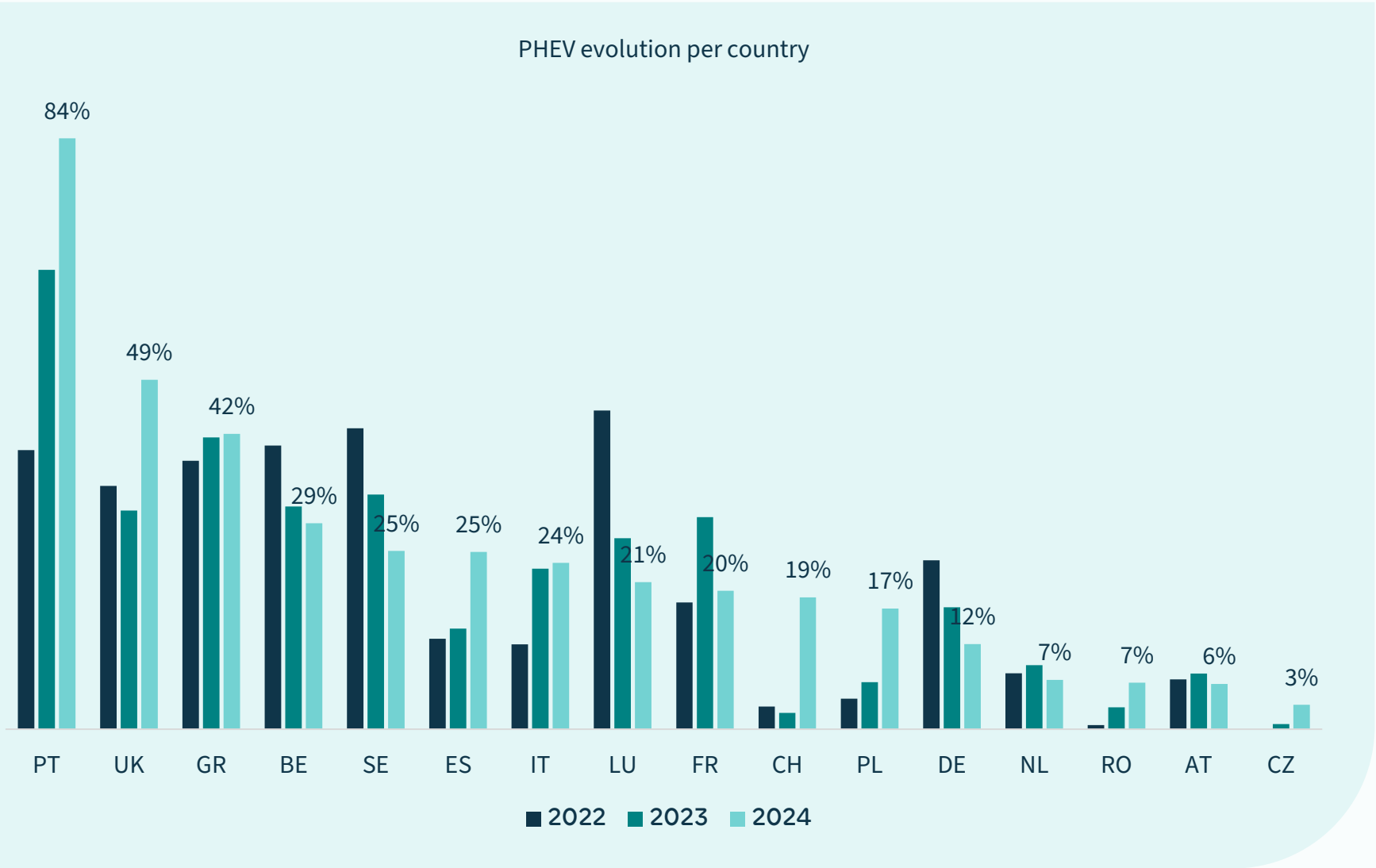


Austria, Sweden and Luxembourg have seen the largest increase in BEV share since 2022.

A few countries have had a decrease in the share of new BEVs in fleet, namely the UK, Switzerland, Germany and Portugal.



Plug-in hybrid electric vehicle (PHEV) performance in financial and professional services fleets was mixed across countries



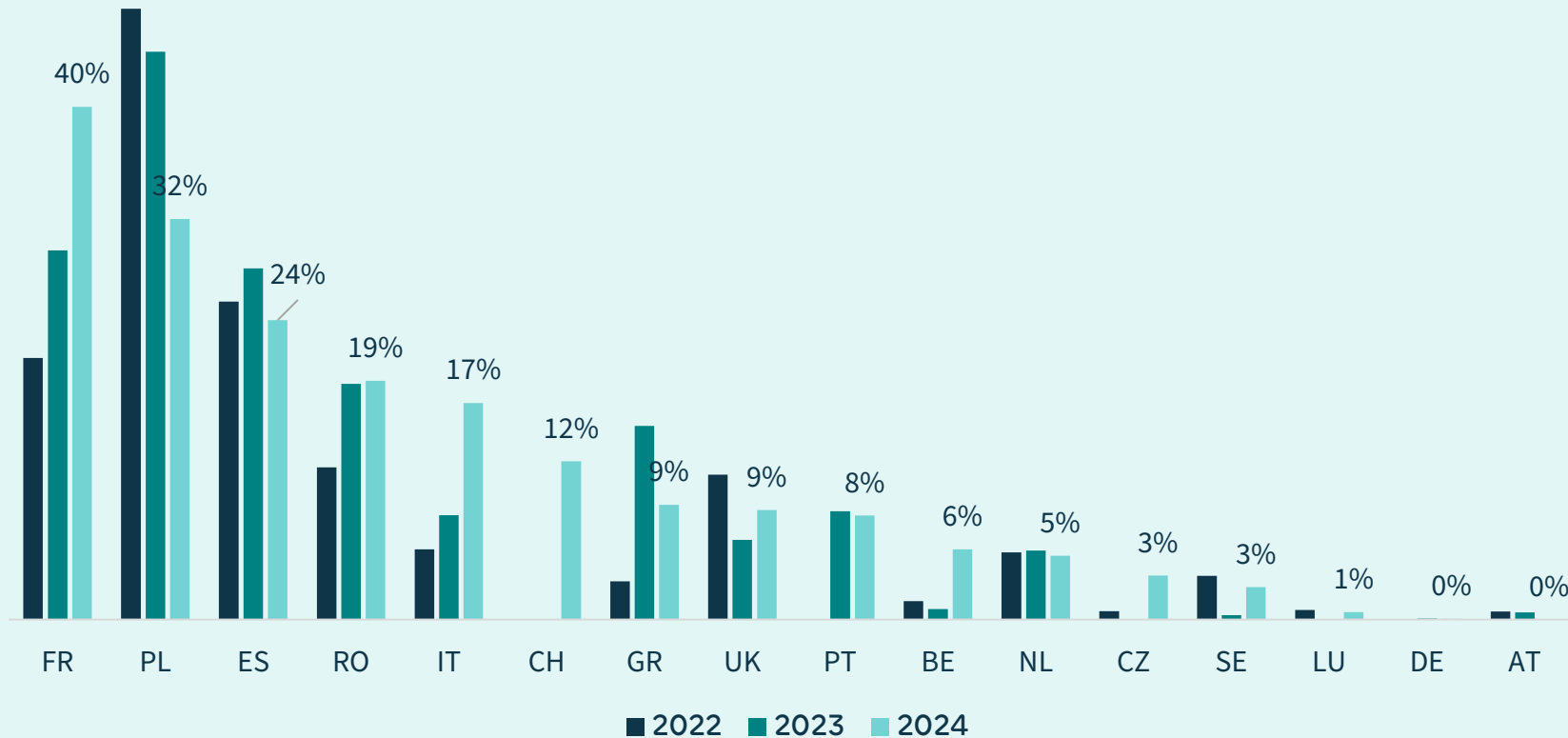
Portugal had the highest share of PHEVs in 2024 with a large increase compared to 2022.

Only a few countries have decreased the share of PHEVs in fleet since 2022, namely Belgium, Sweden, Luxembourg and Germany.



Within the financial & professional services industry, France leads the way in hybrid share growth across Europe.

Hybrid evolution per country



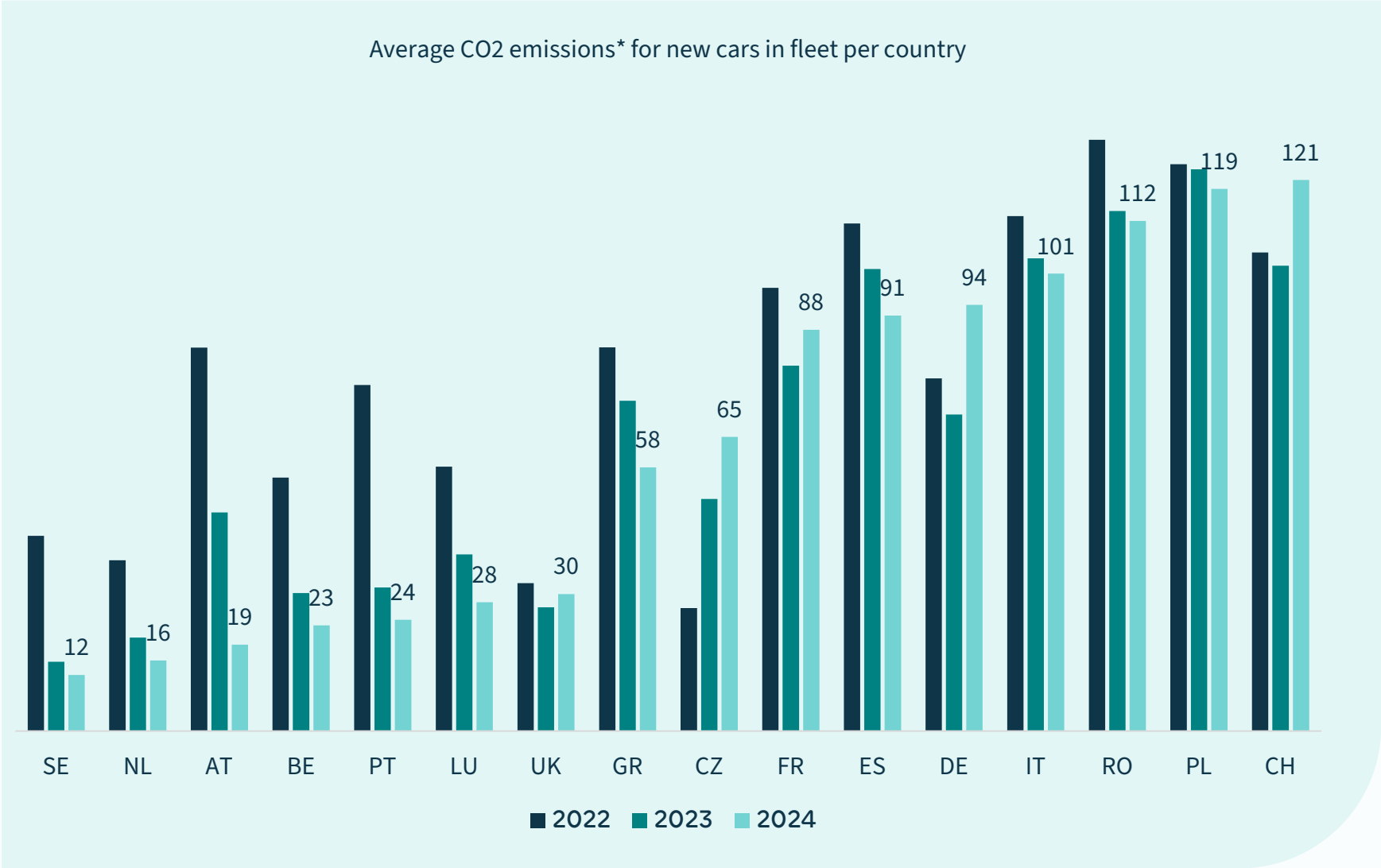
France had the highest hybrid share in 2024, reaching 40%. They also saw the largest increase from 2022 to 2024, with an increase of 96%.

Financial & professional services industry fleets in Switzerland have gone from having no hybrids in fleet in 2022 & 2023 to 12% in 2024.

Germany and Austria had almost no hybrids in fleet primarily due to higher share of BEVs in Austria and higher share of petrol cars in Germany.



Average emissions for new cars in Europe are steadily decreasing across most countries in this industry.



Average CO₂ emissions have increased in some countries since 2022 with the largest increases being in the Czech Republic, Germany and Switzerland.



Vehicle segments

Volume cars (1)

Subcompact cars (B)



B1- VW Polo



SUV-B1 – VW T-Cross

Not common

Compact cars (C)



C1 – VW Golf



SUV-C1 – VW T-Roc



MPV-C – VW Touran

Midsized cars (D)



D1 – VW Passat



SUV-D1 – VW Tiguan



MPV-D – VW Sharan

Full-size cars (E)

Premium cars (2)



B2 – Mini Cooper



C2 – BMW 1 series



SUV-C2 – BMW X1



D2 – BMW 3 series



SUV-D2 – BMW X3

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'



Appendix: definition of industries

Automotive:	Companies operating in the vehicle-development supply chain including OEMs and aftermarket companies (no rental companies)
Construction:	Companies involved in developing any physical buildings or infrastructure or being part of the building/infrastructure development supply chain.
Consumer Goods:	Companies developing or selling consumer products (FMCGs, retailers, etc).
Energy & Chemicals:	Companies operating in the production, distribution or sale of energy (oil, electricity, gas) or chemicals.
Financial & Professional Services:	Companies offering financial products (banks, insurers, etc) or professional services (accountancy and consultancy).
Healthcare:	Companies that provide services for diagnosing, preventing, treating and curing health conditions.
Industrial:	Companies producing or maintaining physical material or products for the B2B sector.
Pharmaceutical:	Companies involved in developing, producing and distributing pharmaceutical products.
Technology:	Companies primarily involved in the development of hardware or software products.
Transport:	Industry that provides services to transport people or goods.



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