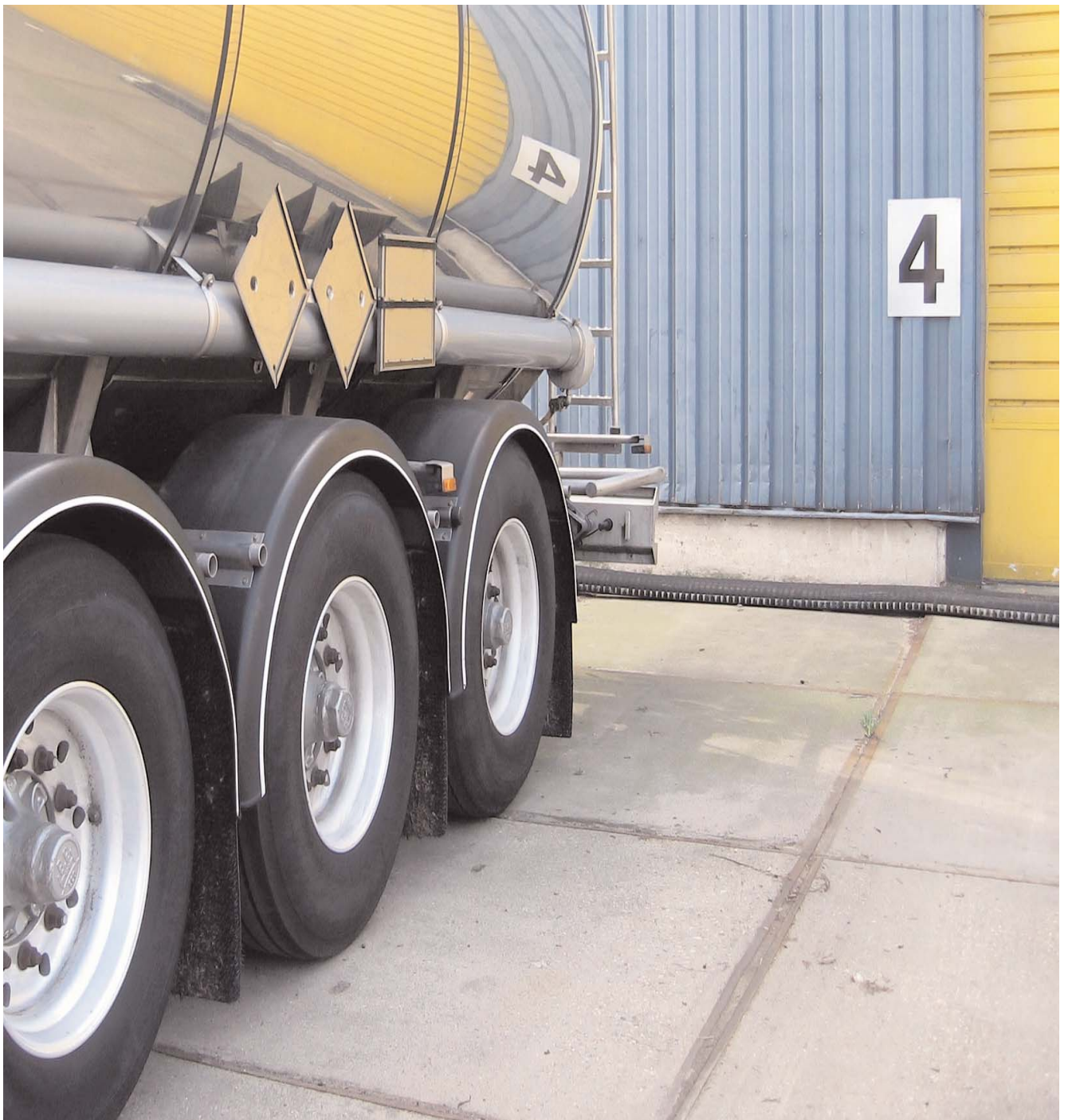


Fleet Acquisitions in European Road Transport 2006

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Over 100 interviews provides you the primary information you need to identify...

- How do fleet dynamics alter by size, age and geography?
- What key criteria do fleet operators select marques on?
- How often does a single leading marque dominate a fleet?
- What makes Mercedes Benz first choice for its users?
- For which manufacturer is service offering a KSP?
- What changes would fleet operators most like to see in 2006?

Last year was a challenging year for the road transport industry with margins being continually squeezed. Increasing insurance premiums, road congestion, driver shortages, customer price sensitivity and of course, the rocketing fuel price, all taking their toll.

What better source of information on your market, competitors and customers than the actual people who spend their time, day-to-day ensuring the success of the road transport sector. Gain first hand insight from Transport Directors, Transport Planners, Fleet Managers, Transport Managers, Fleet Engineers and Logistics Managers.

This report, based on primary interviews with senior personnel within the road transport industry provides you an insight into the sector that is unavailable from any other source.

Vehicle manufacturers: What are the factors that will persuade customers to acquire your marque as opposed to your competitors? What share of transport budgets are allocated to vehicle acquisition? What are your target audience's requirements in terms of benefit

versus cost? Need to benchmark your proposition against your competitors' offering or your customers' requirements?

Transport Operators: How do you retain your drivers? Why are your competitors selecting different marques? How does marque selection vary by fleet size and vehicle age? Do the strategies of the leading vehicle manufacturers fit with your future requirements?

Whether you are a Vehicle Manufacturer, a Fleet Manager, a Retailer or a Third Party Transport Provider, this report will assist you in making the critical commercial decisions that will ensure your success throughout 2006 and beyond.

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Fleet Acquisitions in
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Ensure that your business not only survives, but thrives in this difficult and challenging industry sector.

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Abridged table of contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 INTRODUCTION

- 2.1 Methodology
- 2.2 Research Aims
- 2.3 Series Structure

CHAPTER 3 NEW VEHICLE REGISTRATIONS

- 3.1 Introduction
- 3.2 European New Vehicle Registration Data, by Country
- 3.3 European New Vehicle Registration Data, by Marque

CHAPTER 4 OPERATIONAL CHARACTERISTICS

- 4.1 Introduction
- 4.2 Fleet Size and Operational Scope
- 4.3 Financial Pressures and Aging Fleets

CHAPTER 5 FLEET SELECTION CRITERIA BY MARQUE

CHAPTER 6 FLEET ANALYSIS BY MARQUE

- 6.1 Introduction
- 6.2 Purchasing Strategies - to leverage volumes or spread the risk?
- 6.3 Winners and losers in the battle for market dominance
- 6.4 Vehicle pricing policy implications

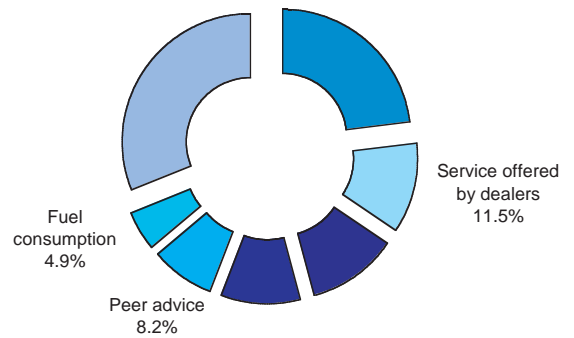
CHAPTER 7 PROFILES

- 7.1 Introduction
- 7.2 DAF
 - 7.2.1 Overview
 - 7.2.2 Financials
 - 7.2.3 Strategy
 - 7.2.4 News
- 7.3 Iveco
- 7.4 MAN
- 7.5 Mercedes Benz
- 7.6 Renault
- 7.7 Scania
- 7.8 Volvo

CHAPTER 8 CONCLUSION AND FUTURE DEVELOPMENTS

- 8.1 Introduction
- 8.2 Vehicle Manufacturer Strategies
- 8.3 Market Growth
- 8.4 Fleet Operator Investment Plans
- 8.5 Future Threats and Opportunities in the Road Transport Market

How Do European Fleet Operators select vehicle marques?



19

23

23

23

28

33

42

42

43

47

53

57

57

57

58

59

60

61

62

64

64

67

72

73

76

76

77

78

79

82

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