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Fleet Acquisitions in European Road Transport 2006

“Fleet Acquisitions in European Road Transport”

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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?

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