

Corporate Fleet Insights

April 2018

Message From Mace Hartley, Executive Director, Australasian Fleet Management Association

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AfMA exists to promote fleet management as a true profession, linking knowledge and people, and thereby creating meaningful outcomes, hence working with ACA Research to produce this valuable and insightful report.

I'd like to thank those people and their organisations who took the time to complete this fleet survey. It's only through active participation, that you can know what the industry norms, are and where your fleet and organisation fits.

As I'm sure you'll appreciate, fleet management is a horizontal operating across a wide variety of industry verticals. In this survey ACA Research has grouped industries into several categories (Construction, Services, Production, Distribution, Retail/Hospitality, Health/Education and Government) which provide valuable insights. Further, size does matter, hence the findings are separated between small, medium and large fleets, as scale does affect decisions and the way a fleet is managed.

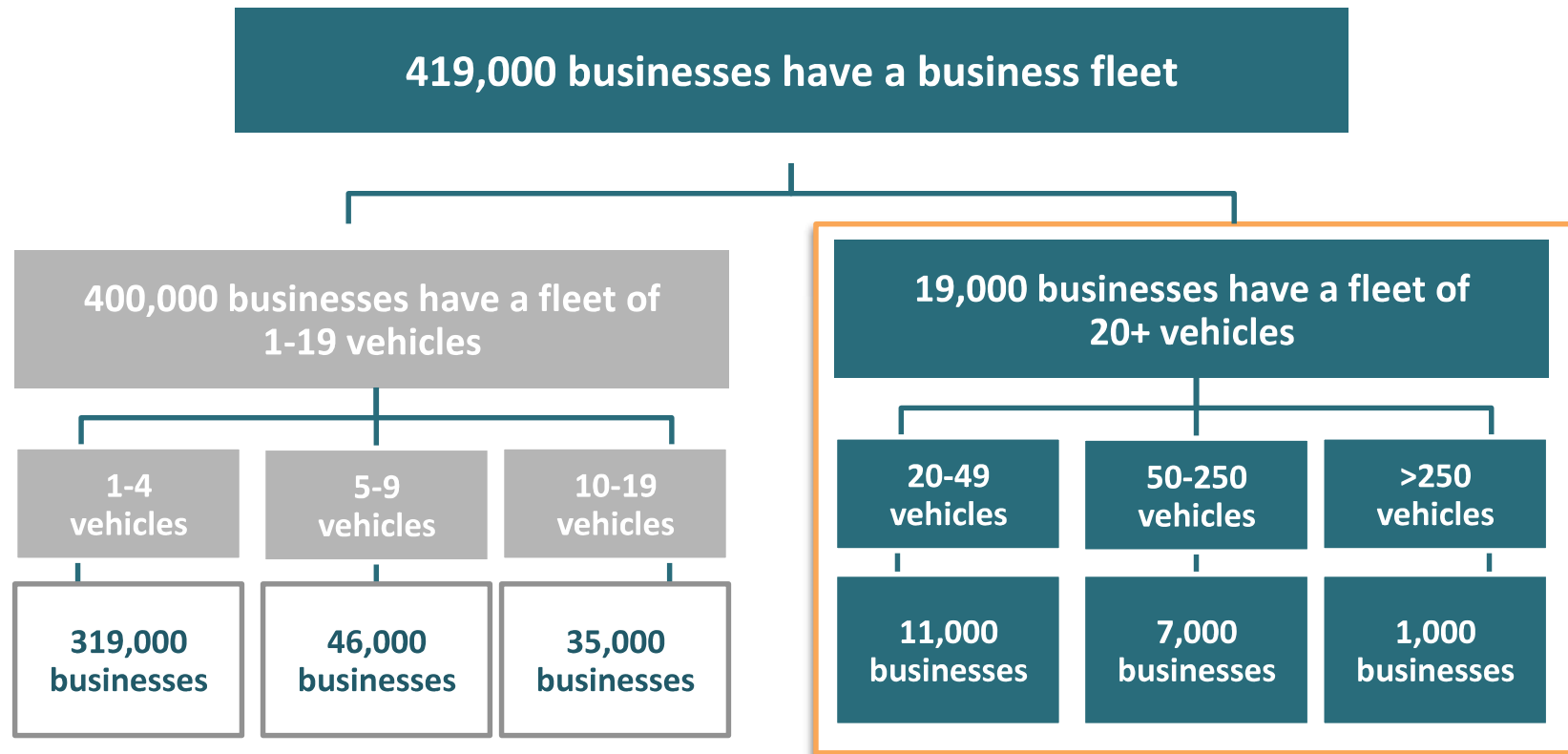
The survey had two goals, establish the norms, and also understand the many different aspects of your fleet management, so that suppliers of products and/or services can improve their offerings, therefore providing better outcomes for you and your organisation.

ACA Research have prepared an informative and insightful report that achieves these goals, however if you have questions, or want further information, give them a call.

Regards

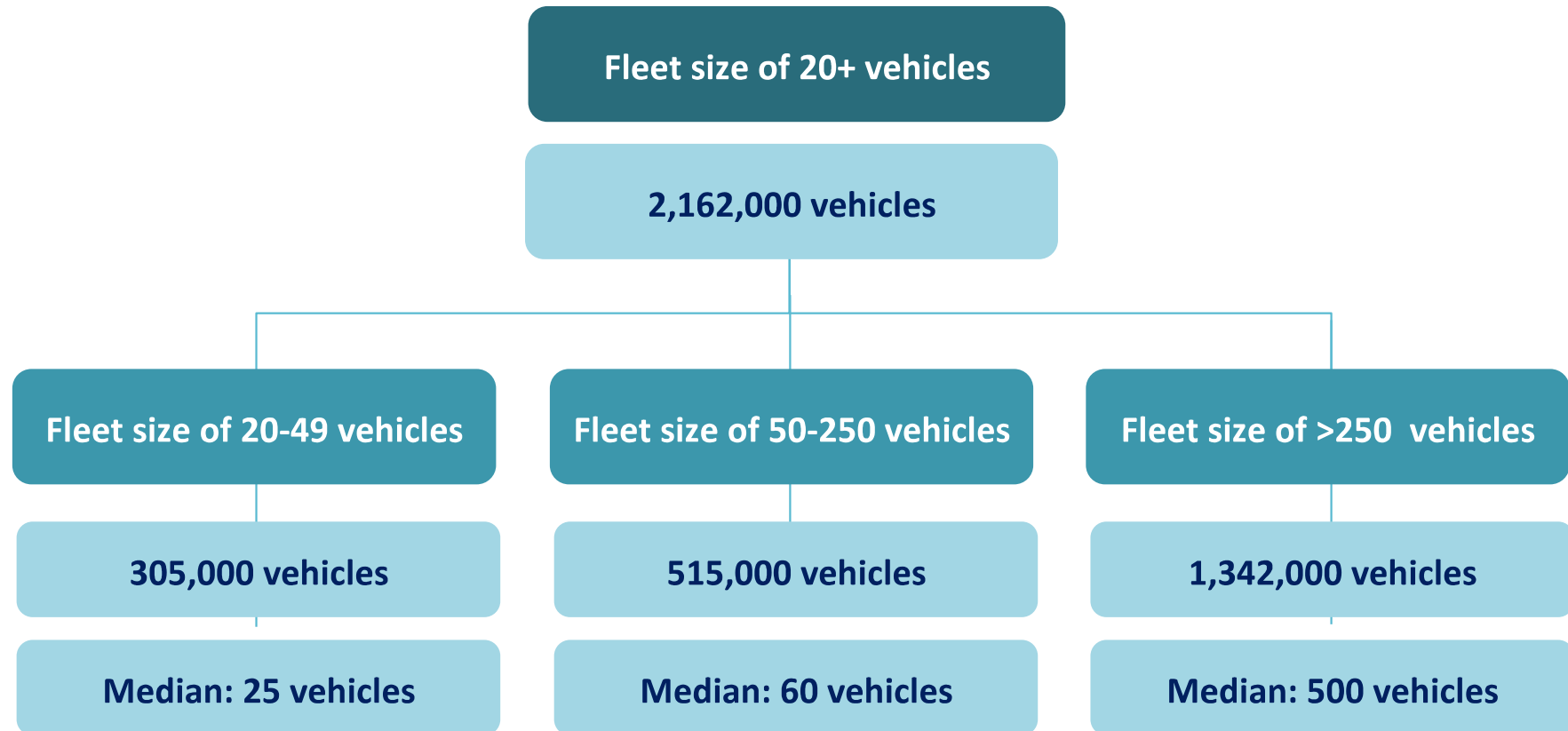
Mace Hartley

It is estimated that 19,000 businesses within Australia operate company fleets with more than 20 vehicles



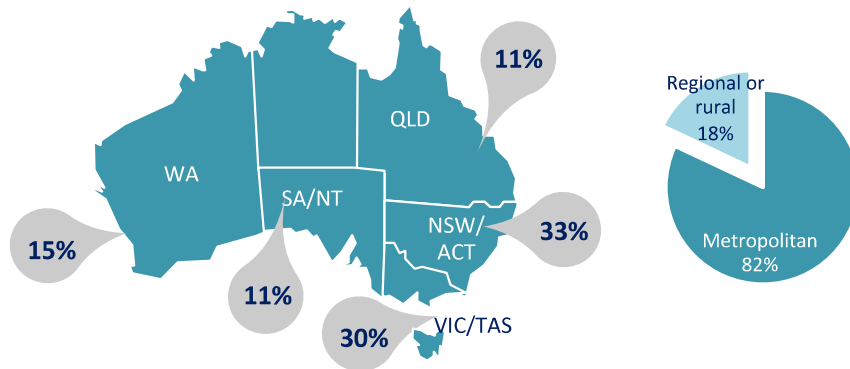
This report explores the corporate fleet market

These 19,000 businesses own 2.1 million vehicles

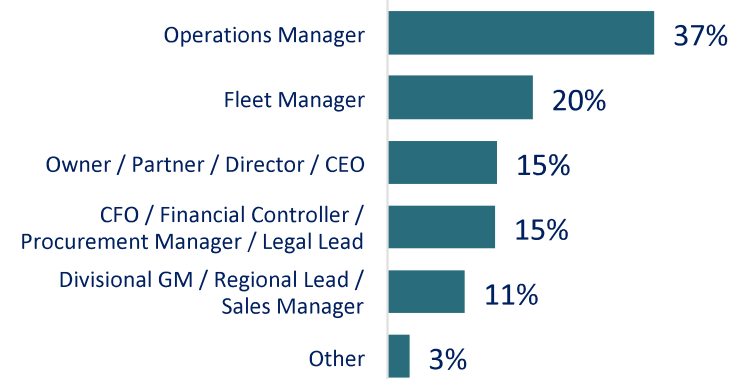


Research Design

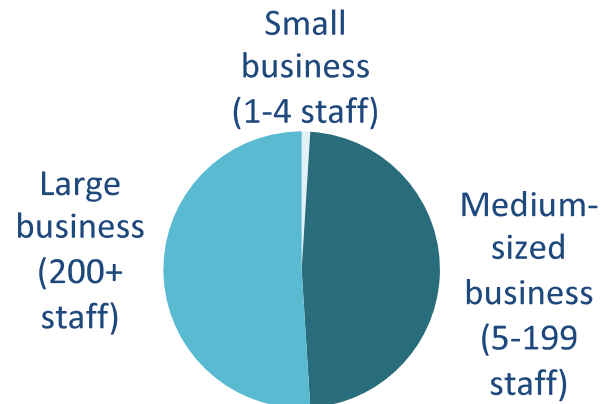
Location



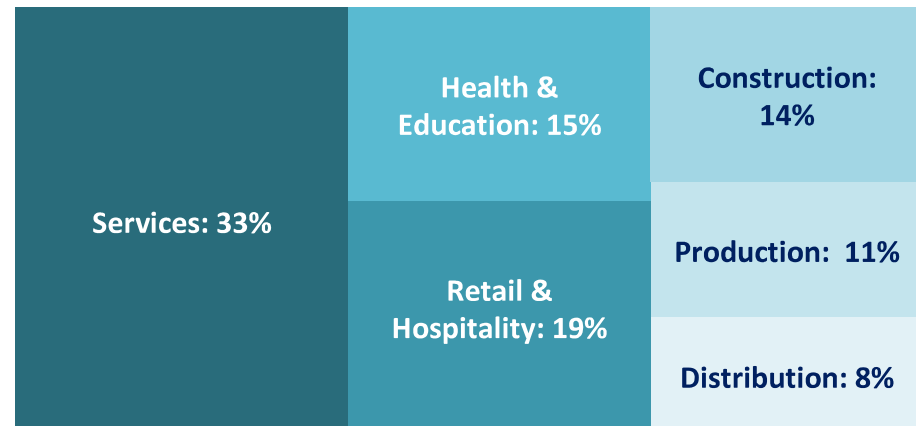
Role In Company



Number of Full-time Employees



Industry



METHODOLOGY

n=282 quantitative online survey of business decision makers across Australia

SAMPLE

Senior decision makers across a range of business sizes and industries, working within businesses running fleets of 20+ vehicles

TIMING

The survey was conducted in February 2018

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