

# Australian Corporate Fleet Insights Study

June 2024



We are delighted to share the 2024 edition of our Corporate Fleet Insights Report; as the fourth in our series, this report builds on the foundational insights from 2018, 2020, and 2022, providing a comprehensive view of the current corporate fleet landscape

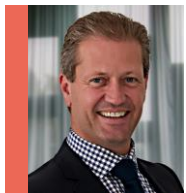
In previous reports, we explored the fleet sector's response to various challenges, including the initial impacts of the COVID-19 pandemic. This year's report highlights the significant shifts in fleet operations as we continue to adapt and innovate in a post-pandemic world.

The Australasian Fleet Management Association (AfMA) and Fifth Quadrant extend our gratitude to all of our partners for their invaluable support in this research. Their input has been crucial in understanding and capturing the dynamic changes within the fleet industry. A special thanks to all the organisations and individuals who participated in our 2024 survey. Your insights have been instrumental in shaping this report.

As fleet operators transition from the challenges of 2020 and 2022, characterised by shifting operational demands and safety concerns, 2024 marks a period of heightened asset utilisation and strategic planning for future demands. This shift underscores the resilience and adaptability of the fleet industry. The report identifies several key trends that are currently influencing fleet operations today, including the adoption of new technologies, the push towards fleet electrification, and the increased focus on regulatory compliance.

This report maps the current fleet landscape, offering valuable insights into the needs, attitudes, and behaviors of fleet operators. It is designed to help service providers tailor their offerings to meet the evolving demands of the Australian corporate fleet market. We believe this report is essential reading for anyone involved in the corporate fleet sector, from operators to service providers, as it provides a deep dive into the latest industry trends and future outlooks.

For any questions or to discuss the research in more detail, please reach out to us. We welcome the opportunity to engage with you and explore these findings further.



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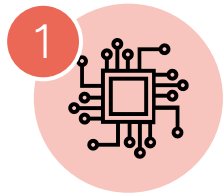
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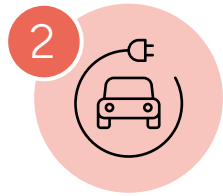
# Key Insights

This report talks to the macro trends impacting Corporate Fleets in 2024; while the most valuable insights will vary depending on your unique needs, here are six trends and associated take-outs that can be used to help identify unmet needs across the sector



## Technological Advances

Fleets leveraging data analytics and BI tools to improve operational efficiency



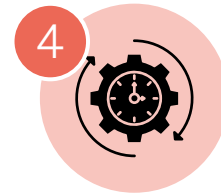
## Fleet Electrification

Growing adoption of EVs and hybrids, as fleets progress with their plans for an electrified future



## Regulatory Compliance

Increased focus on compliance with environmental and safety standards as fleets work to deliver business-wide objectives



## Operational Efficiency

Fleets working to maximum asset utilisation and reduce costs off the back of broad-based savings goals



## Safety Prioritisation

Greater investment in technologies and training, recognising that better safety measures deliver significant business outcomes





## Market Dynamics

Fleets working to navigate economic pressure and market changes, as they work to remain profitable

# Number of Businesses and Vehicles

The bulk of companies operating business fleets in 2024 continue to sit within smaller fleets, with Corporate Fleet businesses accounting for approximately 1 in 30 fleet operators

*Note: 2024 figures include both trusts and partnerships, resulting in a significant increase in small business fleets*

		Total	Small Fleets (1-19 Vehicles)	Corporate Fleets (20+ Vehicles)
 Businesses	2024	927,000	904,000	23,000
	2022	485,000	463,000	22,000
	2020	460,000	439,000	21,000
<hr/>				
 Vehicles	2024	4,600,000	2,173,000	2,423,000
	2022	3,960,000	1,467,000	2,494,000
	2020	3,800,000	1,360,000	2,443,000

All respondents (n=646), 1-4 vehicles (n=88), 5-9 vehicles (n=88), 10-19 vehicles (n=88), 20-49 vehicles (n=108), 50-249 vehicles (n=145), 250+ vehicles (n=86)

S6 - How many vehicles does your company currently own or lease? Only include vehicles that are used fully or partially for business purposes? Please exclude employee owned vehicles (including novated leases).

A robust sample that has been weighted to be representative of Australian Corporate Fleets by fleet size, location, and industry



## MAIN RESEARCH SAMPLE

**N=339**  
CORPORATE  
FLEET OPERATORS



## KEY SEGMENTS

Fleet operators with:

- 20-49 vehicles**
- 50-249 vehicles**
- 250+ vehicles**

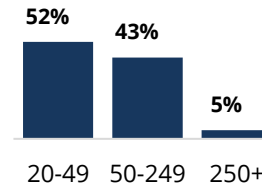


## SURVEY METHOD & TIMINGS

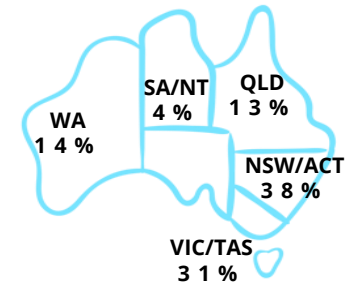
- 20<sup>th</sup> March – 1<sup>st</sup> May 2024
- Online survey with sample primarily sourced from an online panel. Sample was then supplemented with additional participants sourced from the AfMA database.

## Corporate Fleet Weighted Sample Profile

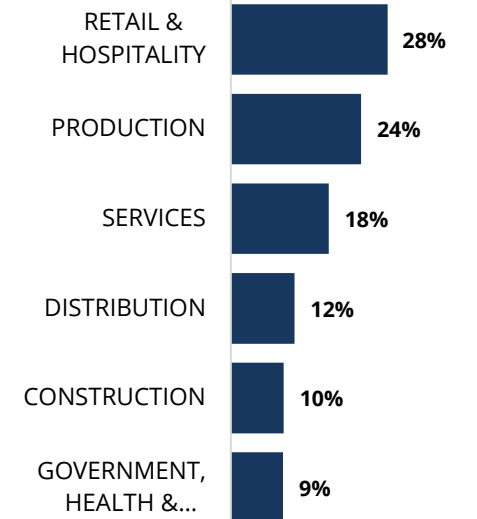
### PARTICIPANTS BY FLEET SIZE



### PARTICIPANTS BY STATE



### PARTICIPANTS BY INDUSTRY



Fifth Quadrant and AfMA worked in partnership to design, deploy, and deliver this program of research



## Who we are

Fifth Quadrant is a research consultancy that partners with major brands to execute strategic market research programs.

We are passionate about helping our clients make better decisions by providing them with actionable insights and well-informed recommendations.

Our culture is built on collaboration, curiosity, and open-mindedness. We believe that the best ideas come from working together, and we are always looking for new ways to challenge the status quo.

The Australasian Fleet Management Association (AfMA) is a member based, not-for-profit peak industry body operating throughout Australia, New Zealand and South-East Asia.

AfMA's membership base is represented across all industries including Federal, State and Local Government who are responsible for the management of many hundreds of thousands fleet vehicles.

Our charter is to promote Fleet Management as a profession in its own right, to provide knowledge, education, information and resources to our Members and to lobby and advocate on behalf of the fleet industry.

AfMA embraces the entire spectrum of the fleet industry by forging an inclusive relationship within the automotive industry incorporating vehicle OEMs and suppliers of products and services to the fleet industry. Put simply we connect people and knowledge to create outcomes.

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# THANK YOU

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