



Telematics for Rental and Leasing Fleets

1st edition

Telematics for Rental and Leasing Fleets is the first market report from Berg Insight analysing the latest developments on this market in Europe and North America. This strategic research report from Berg Insight provides you with 130 pages of unique business intelligence including 5-year industry forecasts and expert commentary on which to base your business decisions.

Rental and leasing telematics systems in active use to reach 10.5 million in 2025

The concept of telematics is a combination of telecommunications – long-distance communications – and informatics – the science of information. Telematics in general thus refers to the collection of information related to remote objects such as vehicles via telecommunications networks. The introduction of telematics technology in the context of rental and leasing commonly support asset management and stolen vehicle tracking as well as carsharing and pay-per-mile business models. Solutions of the latter type generally enable automotive rental or leasing companies to differentiate their offerings to current and prospective clients. The connected car is a major trend in the automotive industry and most carmakers today offer telematics services as standard on new vehicles. Several categories of car telematics applications supported by both aftermarket and OEM telematics systems are today used by car rental and leasing companies. Examples include emergency call and roadside assistance, stolen vehicle tracking and recovery (SVT/SVR), vehicle diagnostics, convenience applications and usage-based pricing.

Vehicle rental services allow end users to rent vehicles for a specific period of time, usually ranging from a few hours to a few weeks. The vehicle rental market is gradually consolidating and a handful major companies constitute a large part of the market. There are also local and regional vehicle rental companies as well as carsharing operators that have some overlap in customer use cases, largely with respect to short trips in urban areas. The total fleet managed by car rental companies in 2020 was 4.2 million cars worldwide, down 16 percent year-on-year due to the COVID-19 pandemic. Vehicle leasing refers to the leasing of a motor vehicle for a fixed period at an agreed cost. The leasing market can broadly be divided into financial service and full-service leasing. Vehicle leasing has historically mainly been a financial service but now also allows customers to outsource the ownership and entire management of their vehicles in a full-service lease model. Under a full-service lease, the client pays the leasing company a regular monthly lease payment to cover financing, depreciation of the vehicle and various services provided in relation to the use of the vehicle.

Berg Insight expects that the number of telematics devices used by the rental and leasing companies will increase at a steady rate in the next years. Key influencers expected to boost the telematics market in this vertical include the connected car trend driven by the vehicle OEMs and related service providers, the emergence of new mobility services and the general electrification trend in the automotive industry. The total number of active OEM and aftermarket telematics devices in use on the European market reached around 2.99 million at the end of 2020. The total installed base in Europe is forecasted to grow at a compound annual

growth rate (CAGR) of 15.5 percent to 6.15 million in 2025. In North America, the total number of OEM and aftermarket telematics devices in use is forecasted to increase from around 2.05 million at the end of 2020 to reach 4.32 million by 2025, representing a CAGR of 16.1 percent. The telematics penetration rate in the total population of rental vehicles in Europe and North America was about 30.2 percent and 48.8 percent respectively in 2020.

The market is still in a relatively early phase with a great diversity of players interacting in a complex value chain that spans multiple industries. Rental and leasing companies with notable activities within the implementation of telematics include Avis Budget Group, ALD, Alphabet, Donlen, Element, Enterprise, Europcar Mobility Group, Hertz, Sixt, Leaseplan and Wheels. Players in the rental and leasing industry can either develop telematics programs independently or rely on partners to varying degrees. Leading telematics solution vendors on this market include Geotab, Targa Telematics, Octo Telematics, IMS and Targa Telematics. The telematics ecosystem for example includes telematics players that have significant business in the aftermarket telematics sector such as Continental, CalAmp (LoJack) and Zubie. Several traditional fleet management solution vendors including Webfleet Solutions, Matrix Telematics, Ruptela and PowerFleet have also expanded into this field. Some players specializing in carsharing telematics have broadened their product portfolio to target car rental and leasing companies. Examples of leading carsharing telematics technology vendors include Liberkee, INVERS, Vullog and Convadis. Automotive OEMs are increasingly taking an active part in the ecosystem by offering OEM telematics services or by utilizing connected car services via its captive rental and leasing companies. Examples include General Motors, Stellantis, Ford, Renault-Nissan-Mitsubishi, Toyota, Tesla, BMW, Daimler and Hyundai.

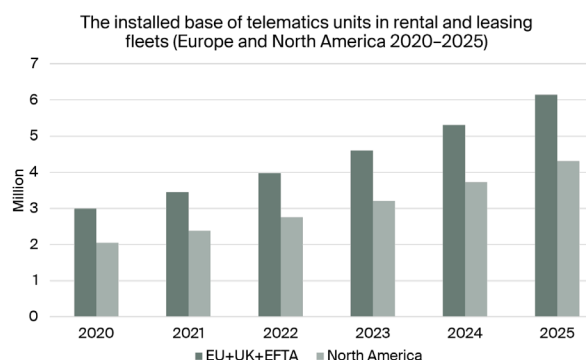


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Glossary

Highlights from the report

Insights from numerous executive interviews with market leading companies.

New data on rental and leasing fleets.

Comprehensive overview of the rental and leasing telematics value chain.

In-depth analysis of market trends and key developments.

Case Studies of telematics activities among 20 car rental and leasing companies.

Detailed profiles of 23 companies that serve the rental and leasing companies.

Market forecasts by segment and region lasting until 2025.

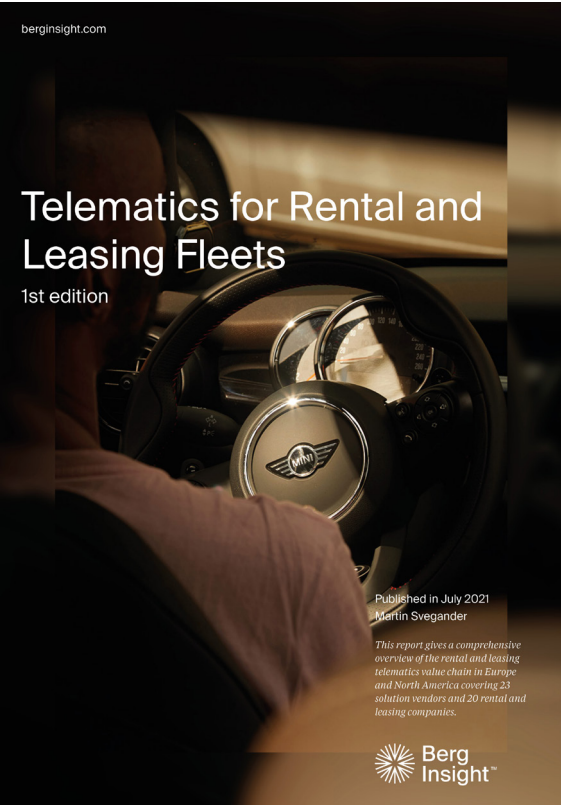
This report answers the following questions

- What is the current status of the telematics activities among rental and leasing fleets?
- Which are the leading telematics platform providers?
- How are the vehicle OEMs involved in the ecosystem?
- What technology choices are there for rental and leasing fleet operators?
- How has the COVID-19 pandemic affected the uptake of telematics in this market?
- How will the market evolve in Europe and North America?
- How will the carsharing market evolve in Europe and North America?
- How will the telematics-based corporate carsharing market evolve in the upcoming years?



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AUTOMOTIVE

Telematics for Rental and Leasing Fleets

What are the latest developments on the rental and leasing telematics market in Europe and North America? This report gives a comprehensive overview of the rental and leasing telematics value chain covering 23 solution vendors and 20 rental and leasing companies. Get up to date with the latest information about rental & leasing companies, vendors, products and markets.

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Who should buy this report?

Telematics for Rental and Leasing Fleets is the foremost source of information about the rapid adoption of telematics technology among rental and leasing fleets. Whether you are a fleet manager, car rental company, leasing provider, car manufacturer, telematics service provider, telecom operator, investor, consultant, or government agency, you will gain valuable insights from our in-depth research.

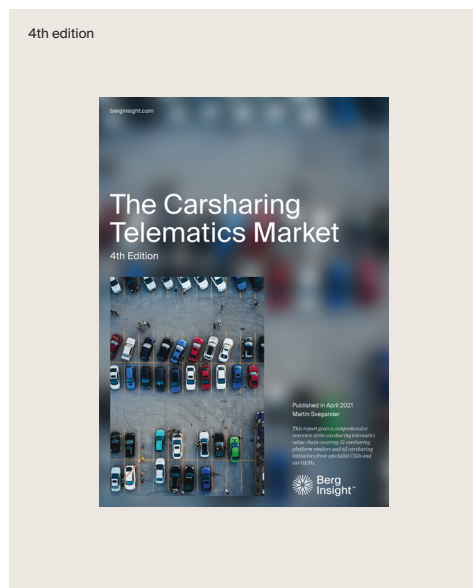
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Martin Svegander leads the automotive research programme at Berg Insight and is recognised as a thought leader in the connected car ecosystem. He performs strategic analysis of OEM and aftermarket car telematics services, data monetisation services such as insurance telematics and shared mobility, among many other topics. He has also been a member of the judging panel of GSMA's Global Mobile Awards (GLOMOs) for three consecutive years. Martin holds a Master of Science in Industrial Engineering and Management from the Institute of Technology, Linköping University, Sweden and joined Berg Insight in 2017.

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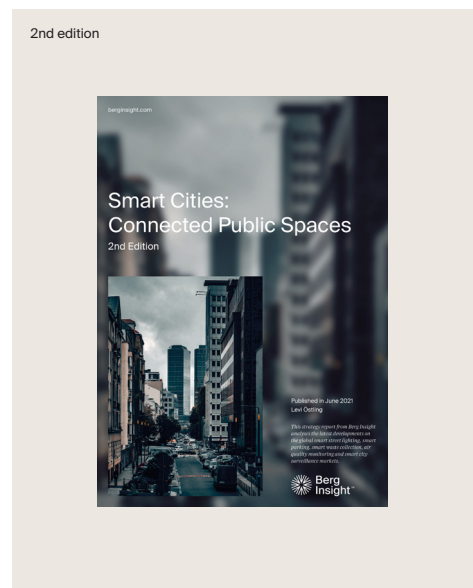
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