

Technology industry benchmark

2024



Better with every move.

 **ayvens**
SOCIETE GENERALE GROUP

Contents

Introduction	3
Key insights	5
Most driven car segment	6
Most popular car model	7
Powertrain trends	8
Battery electric vehicle powertrain trends	9
PHEV & hybrid vehicle powertrain trends	10
Diesel & petrol vehicle powertrain trends	11
Average CO₂ emission trends	12
Appendix A: Segmentation – Overview	13





Introduction

In this Technology industry benchmark report, the most important fleet trends for Technology industry fleets in Europe are highlighted, by comparing the passenger car registrations between 2021 and 2023.

The following definition of the Technology industry has been applied:
Companies primarily involved in the development of hardware or software products.

This analysis of fleet trends is based on Ayvens' passenger car data from 181 international companies. For the scope and to make sure the data is representative, we've only included countries where at least 100 passenger cars were renewed within the industry each year (2021, 2022 and 2023).

If you would like to know how sustainable this industry compared to other industries please check out our [Sustainable Industry Fleet Ranking 2024](#).

A large, abstract graphic composed of two teal-colored shapes. The shape on the left is a curved, wedge-like form that tapers towards the bottom left. The shape on the right is a vertical, trapezoidal form that tapers towards the bottom right. Both shapes are filled with a solid teal color and are set against a dark blue background.

Results 2023

Key insights



In the technology industry there has been a move away from diesel cars and towards battery electric vehicles over the past three years. However, PHEVs, hybrids and petrol car share has remained stable overall, with small changes only noticed on a country level.



Five countries (Austria, Belgium, Denmark, Portugal and Sweden) have almost doubled the share of battery electric vehicles in technology industry fleets since 2021, moving much faster than all other countries.



While there have been large decreases in average CO₂ emissions across most western and northern European countries, a few countries like Germany and Switzerland lag behind due to the large share of diesel cars in fleets.



The SUV-D2 segment is the most popular car segment in the technology industry

Most driven car segments						
	2021		2022		2023	
	Segment	%	Segment	%	Segment	%
1 st	D2	15%	D2	16%	SUV-D2	15%
2 nd	C1	14%	SUV-D2	15%	D2	15%
3 rd	SUV-D2	11%	C1	13%	C1	15%
4 th	SUV-D1	9%	SUV-C2	10%	SUV-D1	13%
5 th	SUV-C2	9%	SUV-D1	10%	SUV-C2	11%
6 th	D1	9%	SUV-C1	7%	SUV-C1	8%
7 th	SUV-C1	8%	E2	6%	D1	5%
8 th	E2	7%	D1	6%	C2	4%
9 th	C2	4%	C2	4%	E2	4%
10 th	SUV-E2	3%	SUV-E2	4%	SUV-B1	3%

Most popular segment: SUV-D2

- The most popular car segment in the technology industry is a premium car segment, whereas in most other industries premium cars are not the most popular.

The Tesla Model Y is the most popular car in technology industry fleets

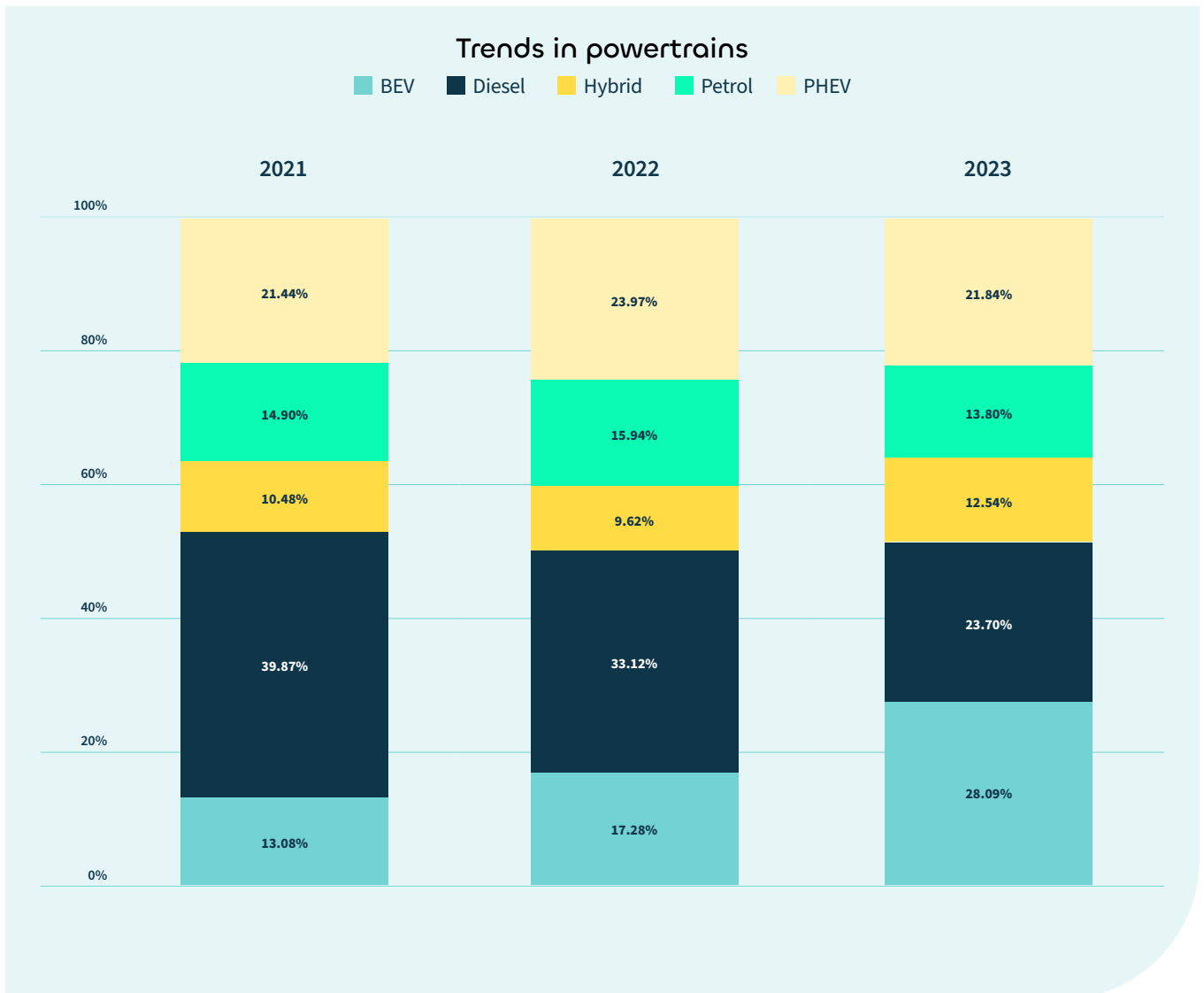
	2021 Make & Model	2022 Make & Model	2023 Make & Model
1 st	Skoda Octavia	BMW 3 Series	Tesla Model Y
2 nd	BMW 3 Series	Mercedes GLC-Class	Skoda Octavia
3 rd	Volkswagen Passat	Skoda Octavia	Mercedes C-Class
4 th	Tesla Model III	Mercedes C-Class	Volkswagen Golf
5 th	Peugeot 3008	Volkswagen Golf	Volkswagen Tiguan
6 th	Mercedes GLC-Class	BMW 5 Series	Volvo XC40
7 th	BMW 5 Series	Volkswagen Tiguan	BMW i4
8 th	BMW X1	Tesla Model Y	Peugeot 308
9 th	BMW X3	BMW X1	BMW 3 Series
10 th	Volkswagen Tiguan	Peugeot 3008	Toyota Corolla

Most popular car:
Tesla Model Y



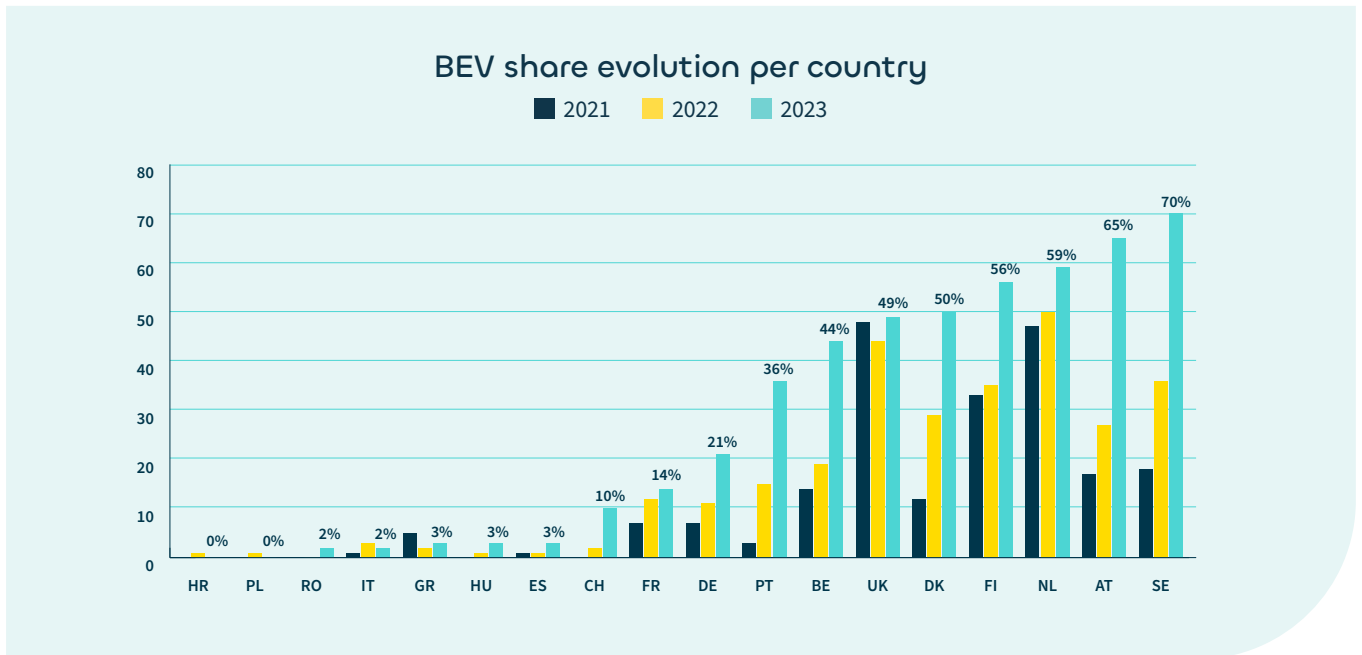
- There is a much wider variety of cars in the technology industry with no car model making up more than 6%.
- The car makes and models in the top 10 have been fairly consistent over the last few years, with only a few small changes.

Diesel car share is declining while battery electric vehicles (BEVs) are increasing in popularity



- As in other industries, the share of petrol vehicles has only slightly decreased since 2021.
- Plug in hybrid electric vehicles (PHEVs) and hybrids have only increased slightly since 2021, with PHEVs increasing by less than a percentage point.
- Overall, the trend is away from diesel cars and towards battery electric vehicles.

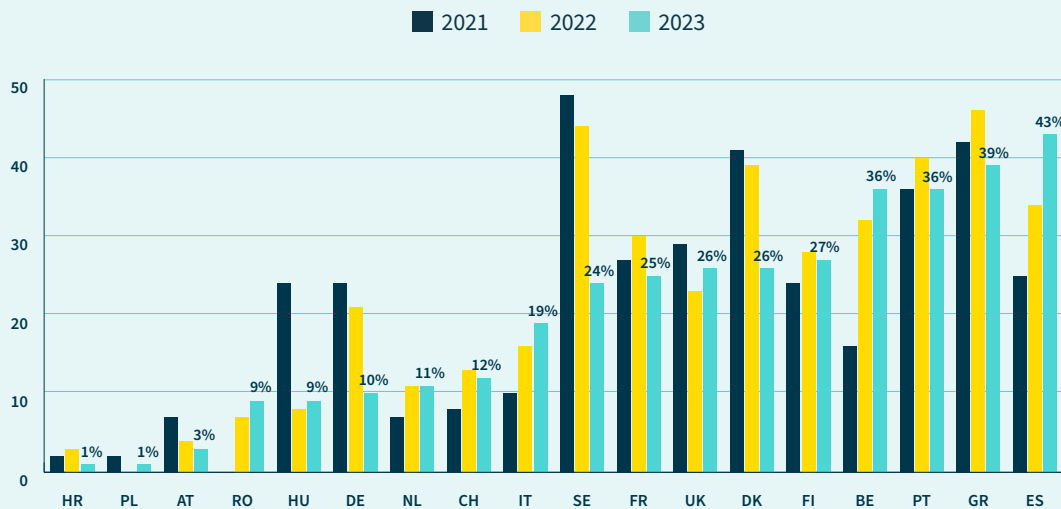
Five countries now have a battery electric vehicle share of 50% or more in technology industry fleets



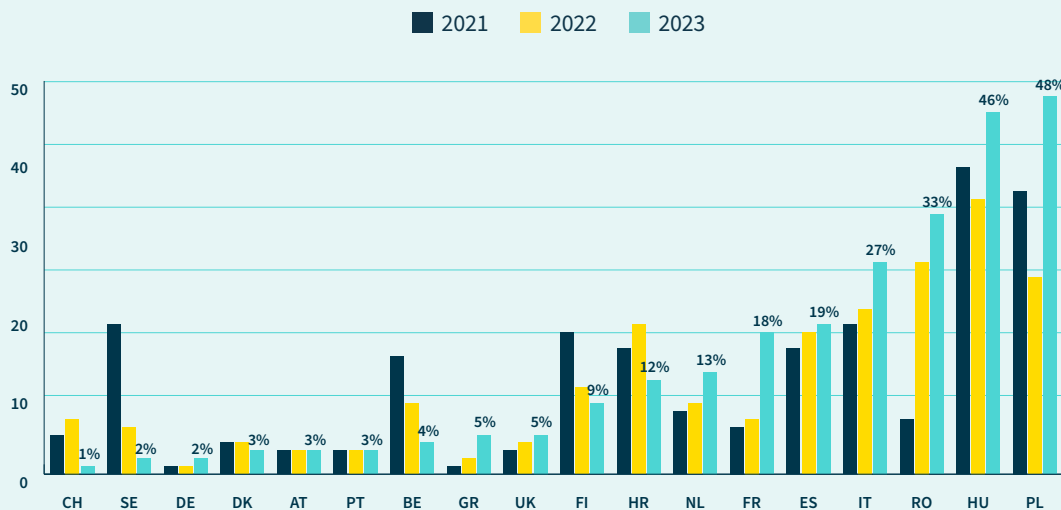
- Battery electric vehicles are increasing in popularity across all countries, although it is going more quickly in western and northern European countries.
- Austria, Belgium, Denmark, Portugal and Sweden have all seen large increases in the share of BEVs in fleet, almost doubling in share compared to 2022.

Overall, the share of plug-in hybrid vehicles have remained stable while there has been a slight increase in the share of hybrid cars in fleets across some countries

PHEV share evolution per country



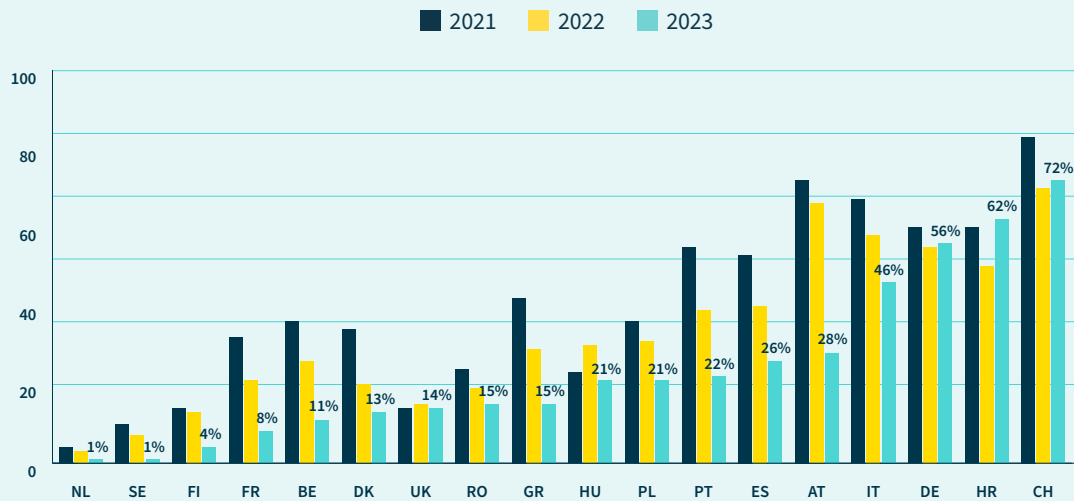
Hybrid share evolution per country



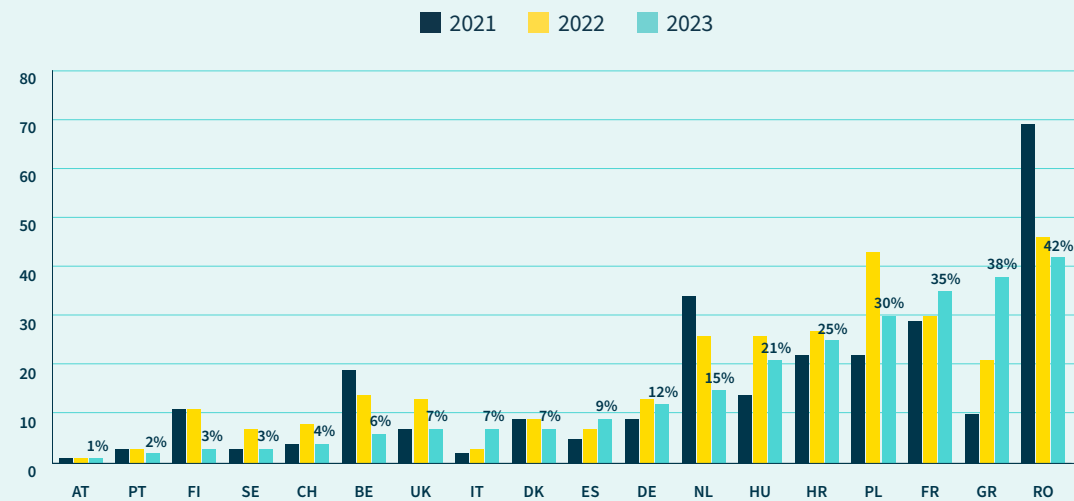
- Spain is one of the few countries which has increased, year on year, the share of PHEVs in fleet, going from around 25% in 2021 to 43% in 2023.
- Poland, Romania, Hungary and France have all increased the share of hybrid cars in technology fleets over the past year.

Technology fleets in Switzerland have the largest share of diesel cars at 72%

Diesel share evolution per country

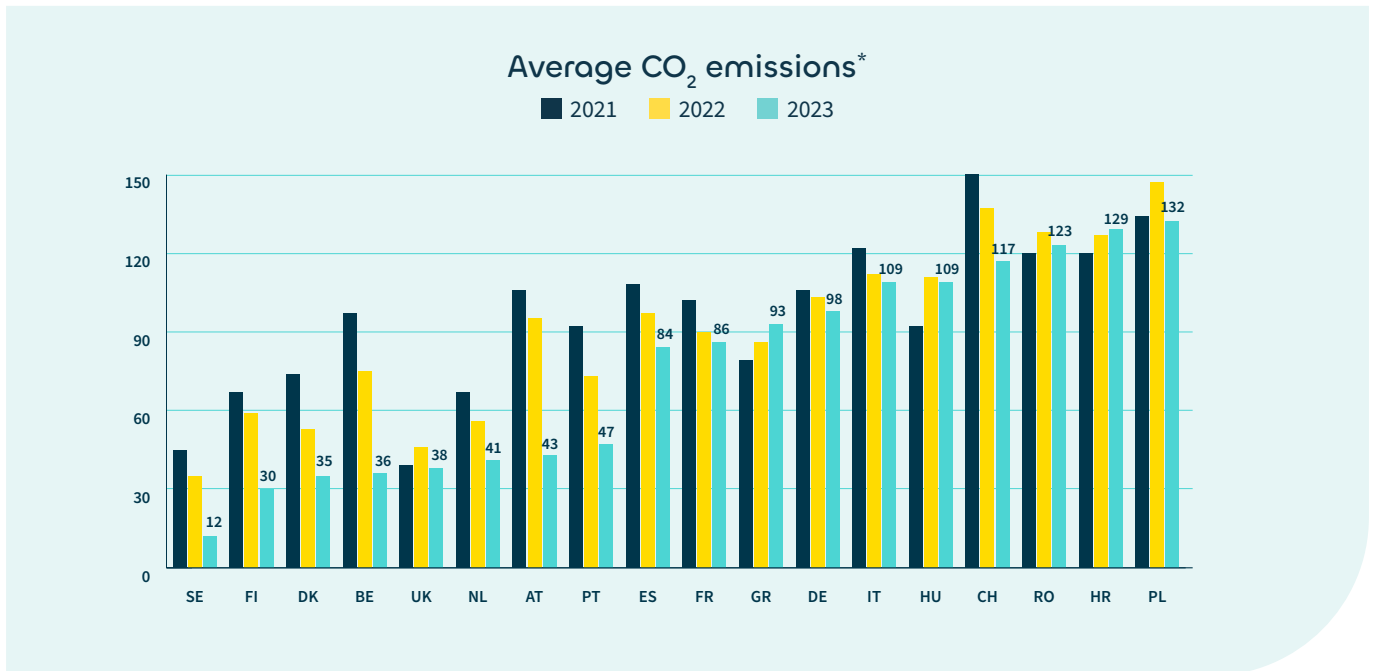


Petrol share evolution per country



- Most countries have decreased the share of diesel cars in technology fleets to be under 50%. Switzerland, Croatia and Germany have a higher than 50% share of diesel cars in fleet in 2023.
- The share of petrol cars in technology industry fleets is much lower than the share of diesel cars however, there have been increases in the share of petrol cars in France and Greece.
- The Netherlands has the lowest share of diesel cars in tech industry fleets at 1% and Austria and Portugal have the lowest share of petrol cars.

Belgium and Austria have seen the largest decreases in average CO₂ emissions in technology industry fleets since 2021


















- Poland has the highest average emissions in technology industry fleets due to the higher-than-average share of diesel cars in fleets. This trend is seen in Poland across most industry fleets.
- Technology fleets in Sweden have the lowest average emissions at 12g/km driven by the large share of battery electric vehicles in fleet (70%).
- Overall, emissions have either decreased or remained stable since 2021. Only in Hungary and Greece there is a slight increase in average 2023 emissions compared to 2021.

*Emissions are based on OEM estimates and not real-world emissions

Appendix A: Segmentation – Overview

The letter indicates the dimensions of the vehicle; C being smaller than E.
 The number indicates the quality level of a brand; 1 being a ‘volume brand’ and 2 being ‘premium brand’

	Volume cars (1)			Premium cars (2)	
	Hatchback / sedan / SW	SUV	MPV	Hatchback / sedan / SW	SUV
Subcompact cars (B)	 B1 – VW Polo	 SUV-B1 – VW T-Cross	Not common	 B2 – Mini Cooper	Not common
Compact cars (C)	 C1 – VW Golf	 SUV-C1 – VW T-Roc	 MPV-C – VW Touran	 C2 – BMW 1 series	 SUV-C2 – BMW X1
Midsized cars (D)	 D1 – VW Passat	 SUV-D1 – VW Tiguan	 MPV-D – VW Sharan	 D2 – BMW 3 series	 SUV-D2 – BMW X3
Full-size cars (E)				 E2 – BMW 5 series	 SUV-E2 – BMW X5

The information in this report is provided on the basis of the sources as listed and information provided by Ayvens. Ayvens makes no representation or warranty (express or implied) of any nature, nor does it accept any responsibility or liability of any kind, with respect to the accurateness, completeness, adequacy or currency of any of the information or opinions contained in this document.

The information contained in this document is derived from sources that have not been independently verified. Ayvens gives no undertaking and is under no obligation to provide the recipient with access to any additional information or to update this document or to correct any inaccuracies in it which may become apparent, and it reserves the right, without giving reasons, at any time and in any respect to amend or withdraw the information described herein.

Your use of information contained in this document is entirely at your own risk. Except in the case of fraudulent misrepresentation, neither Ayvens nor any of its affiliates, advisors or representatives shall have any liability for any direct, indirect, consequential or other losses or damages including loss of profits incurred by you or any third party that may arise from any reliance on (1) this document or for the accurateness, completeness, adequacy or currency thereof or (2) for any other written or oral information made available by Ayvens in connection herewith.



Better with every move.

 **ayvens**
SOCIETE GENERALE GROUP