

Which cars are preferred when owned or leased by the company?



You might think that the category of cars either owned or leased by an employer would be similar. But the data reveals a different – and yet not altogether surprising – story.



The type of vehicle categories



The choice could be endless, and makes and models obviously differ by country, but let's start by providing some context around the categories and examples of the types of vehicles that fall into each category:



Luxury/premium

Mercedes-Benz E-Class
BMW 5i Series



Standard/midsize

Honda Accord
Toyota Camry



Compact/economy

Ford Focus
Honda Civic



Sport utility vehicle

Ford Explorer
Toyota Land Cruiser



Company-owned vehicles are diverse

SUVs are popular in several parts of the world when the company chooses to purchase their fleet of vehicles. **But not so popular when leasing.**

The most popular company-owned vehicles offered to employees fall into a number of categories:

- SUVs and medium-size/intermediate in the Americas
- SUVs in Asia Pacific
- Medium-size/intermediate and compact/economy in Central & Eastern Europe
- SUVs in the Middle East & Africa
- Medium-size/intermediate and compact/economy in Western Europe

Company-leased vehicles are similar

The **medium-size/intermediate** vehicle category reigns supreme when leasing the company fleet.

The most popular company-leased vehicles offered to employees fall into fewer categories:



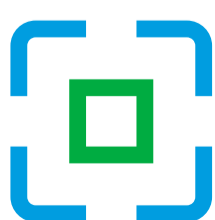
Americas	Asia Pacific	Central & Eastern Europe	Middle East & Africa	Western Europe
SUVs	Medium-size/intermediate	Medium-size/intermediate	Medium-size/intermediate	Medium-size/intermediate and compact/economy

Leading choices for the leaders

Whether leased or owned, regional differences in the vehicles available for the CEO provide an interesting contrast. While companies in Asia Pacific offer a variety of car brands (20 in all, with Japan itself showing 13), those in the Middle East and Africa provide only five.

The leading brands by region are:

 <p>Latin America Toyota</p>	 <p>Asia Pacific BMW</p>
 <p>Central & Eastern Europe Audi</p>	 <p>Middle East & Africa Mercedes Benz</p>
	 <p>Western Europe BMW</p>



When determining the types and classes of cars to offer your employees at any level — be it executive or sales — several factors come into play. Safety, reliability, and economic value are key indicators for leased cars (as evident by the common selections of medium-size/intermediate). However, a variety of vehicles, especially those owned by the company, have the potential to offer something more: status and rank.