



Press release

Geneva, 7th March 2018

Successful International Fleet Meeting 2018 at the Geneva Motor Show

For the fifth time, the International Fleet Meeting took place as part of the Geneva Motor Show. Participants were hosted by top-class speakers including Michael Müller, Director Head of Mobility & Facilities, Daiichi Sankyo Europe GmbH as well as Marc A. Odinius, Managing Director Dataforce GmbH. An exciting panel discussion and opportunities for informal networking rounded off the event.

On 7th March, 2018, it was time again: the second media day of the International Motor Show was dedicated to the fleet sector. 250 fleet managers and representatives of the automotive, leasing and service industries from all over the world met at the International Fleet Meeting. The two co-organizers, fleetcompetenceeurope GmbH and the Swiss fleet magazine aboutFLEET, were able to offer the international fleet industry in Geneva a unique, English-speaking platform.

In his presentation, Michael Müller, Senior Director Head of Mobility & Facilities, Daiichi Sankyo Europe GmbH, introduced the new mobility concept of Daiichi Sankyo. With this concept, the pharmaceutical company is breaking new ground: for example, employees receive a so-called mobility budget. This allows the combination of different forms of mobility, which, according to Müller, benefits both the companies and the environment, as well as the employees. The employees are free to choose the mobility budget or, alternatively, to continue driving a company car. Meanwhile, about 25 percent of Daiichi Sankyo employees are not using company vehicles.

Then, Marc A. Odinius, Managing Director of Dataforce GmbH, gave an exciting insight into the tendencies of the European fleet market. According to the latest statistics of Dataforce, Sport Utility Vehicles (SUV) are in vogue with companies as well. Alternative-powered company vehicles are also on the upswing, while diesel will continue to lose market share in the future. However, this does not deceive the fact that in addition to the propulsion systems, mobility behaviour (e.g. utilisation of vehicles) is facing fundamental changes in order to ensure mobility in future, according to Odinius.

The subsequent panel discussion moderated by Thilo von Ulmenstein, Managing Partner of fleetcompetence europe GmbH, was joined by Hervé Girardot, Head of Arval Consulting & Corporate Vehicle Observatory, as well as Stuart Donnelly, Senior Director – Group International Sales Northern Europe & USA at Sixt. As per a representative survey of 3000 fleet managers, according to Girardot, the majority of respondents said they were open to alternative fleet vehicles. However, only two percent of fleet manager would give up their own company vehicle. Müller countered that this was in consequence of a lack of alternatives. If mobility options were going to turn out more attractive in the future, more employees would give up a vehicle voluntarily. On this, Donnelly pointed out that not using a car is not least dependent on the topography and the culture of each particular country. The panel discussion was rounded up by questions of the audience before the fifth International Fleet Meeting came to a successful end with food, drinks, and a lot of networking.

The International Fleet Meeting 2018 was supported by the gold sponsors Arval and Alphabet as well as the silver sponsors Chevin, FleetLogistics, fleet.tech, Hertz, Sixt Leasing, Socar, Traxall, and Volkswagen Financial Services AG. Additionally, the IFM was able to count on the media partnership with Aegfa, Autoflotte, China Automotive Review, FleetEurope, Fleet Magazine, Fleet Management Weekly, Fleet&Mobility, Flotila, Flottes Automobiles, FLOTTE&Wirtschaft, International Fleet World, Menadzer Floty, and Mission Fleet.

For information and pictures of the event visit
www.internationalfleetmeeting.com.

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