

Truck Leasing Market Entry Study

Client Need: A major global captive operating in commercial vehicles wished to investigate the potential of entry to the truck leasing market as a new financing product for their existing operation within a Big 5 European market.

Solution: BenchMark carried out a series of interviews with truck and CV brands, truck dealers, existing rental and lease providers and the brand Marketing and Sales operation in country. We prepared a report on customer demand, alternative products, major issues to be addressed and a high level potential for the product including target customers. We provided our recommendation on the basis of our findings that market entry at the time of investigation was not justified.

Result : The Client decided not to launch the product for the foreseeable future.