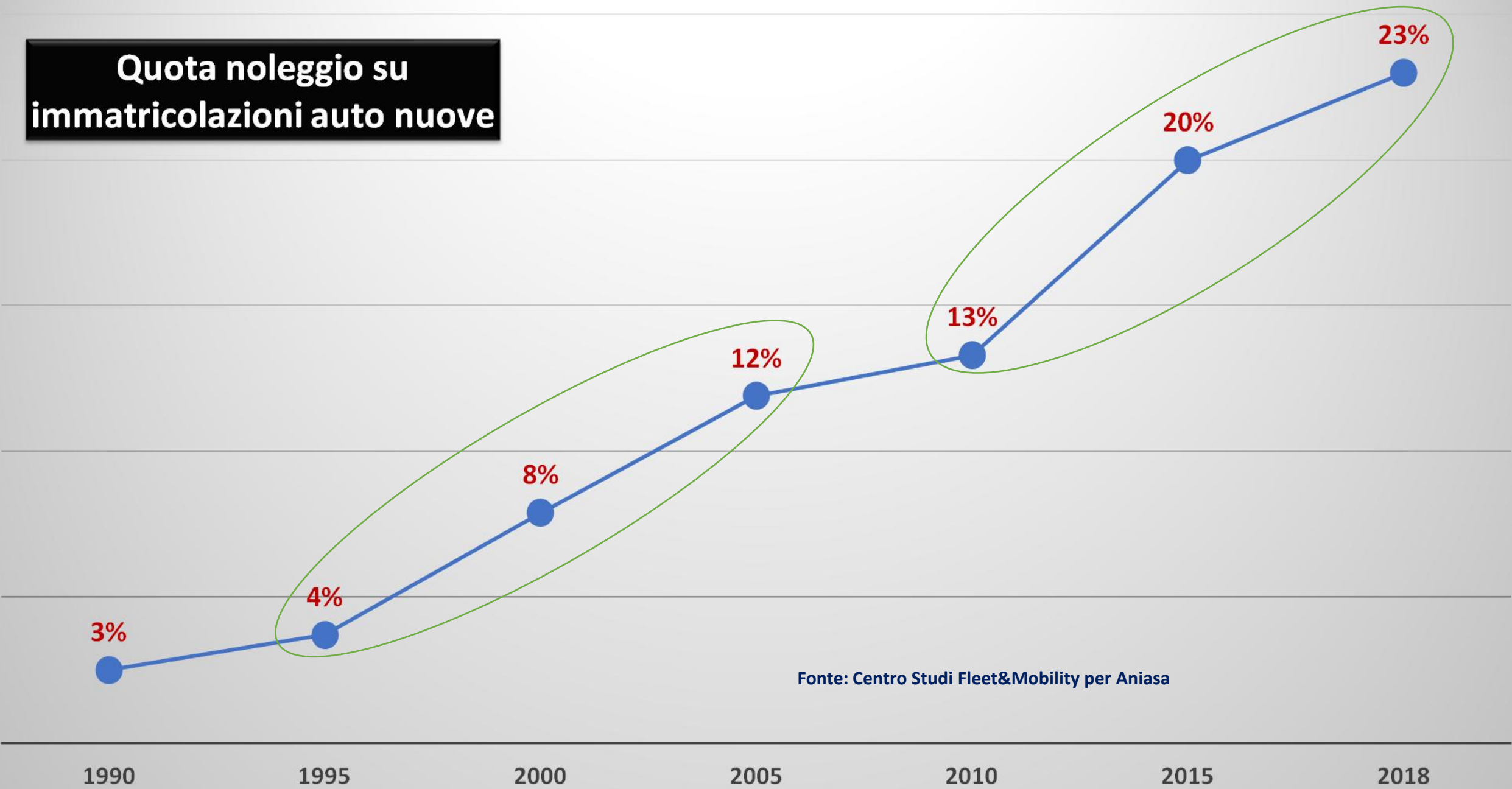


# Il noleggio, o dell'innovazione culturale

**Centro Studi Fleet&Mobility  
per  
Aniasa  
maggio 2019**

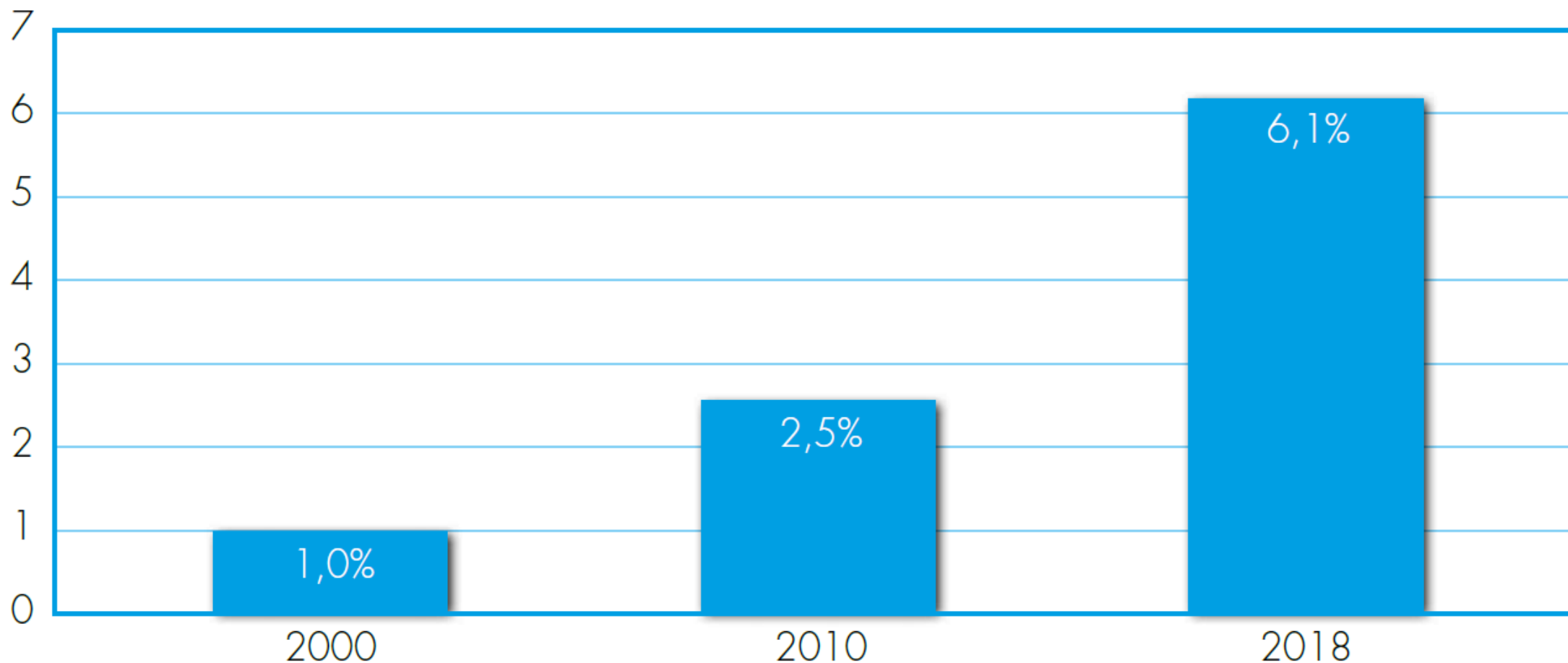


# Quota noleggio su immatricolazioni auto nuove



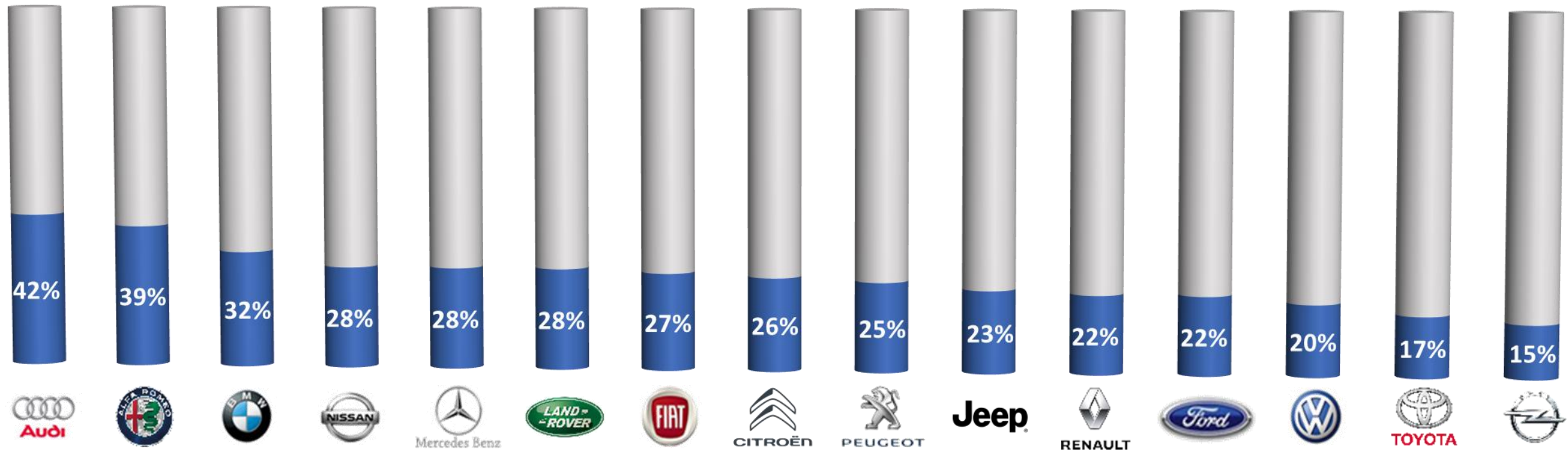
Fonte: Centro Studi Fleet&Mobility per Aniasa

## Penetrazione NLT su parco auto fino a 7 anni

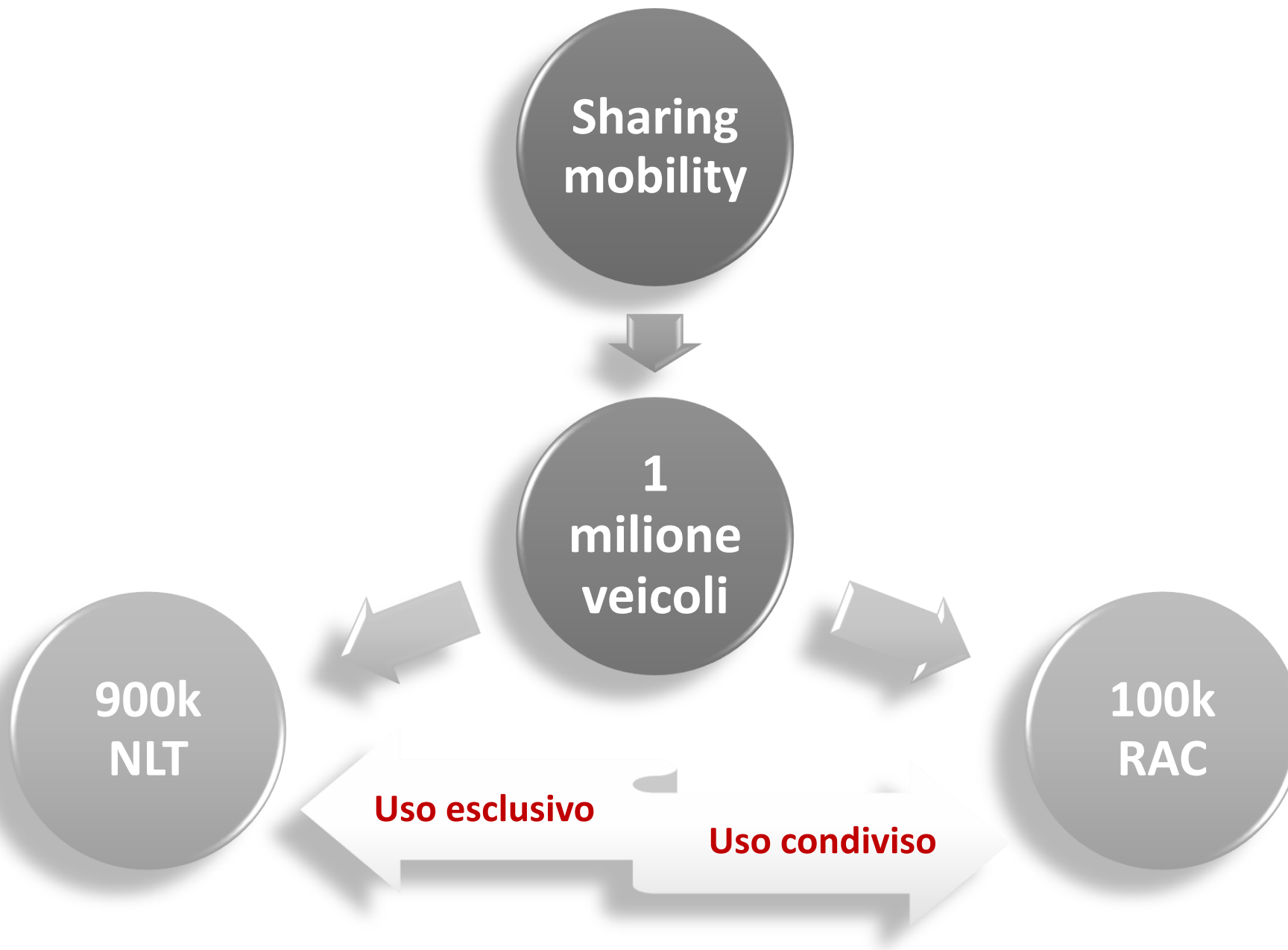


Fonte: Centro Studi Fleet&Mobility per Aniasa

# Penetrazione noleggio su vendite 2018 in valore dei top 15 brand



Fonte: Centro Studi Fleet&Mobility



RAC  
2018

+4,7% rental  
days

+3,2%  
rentals

+1,8%  
fatturato

Segmenti auto  
in calo

A da 21 a 17%

D da 12 a 10%

Segmenti auto  
in crescita

B da 29 a 33%

C da 30 a 31%

E/F da 7 a 9%

-1,4% revenue x rental

-2,8% revenue x day

-6,0% revenue x car

-3,3% utilizzo

-4,0%

• REVENUE

-1,9%

• RENTAL DAYS

-2,2%

• REVENUE X DAY

+0,9%

• RENTALS

-4,8%

• REVENUE X RENTAL

-2,7%

• DURATA

BROKER



2015

585k  
unità



55%



2018

906k  
unità

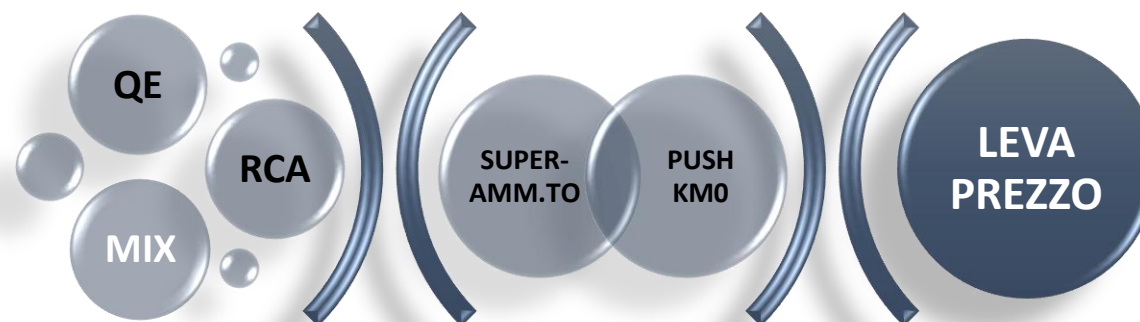
4,3  
€ mld



28%

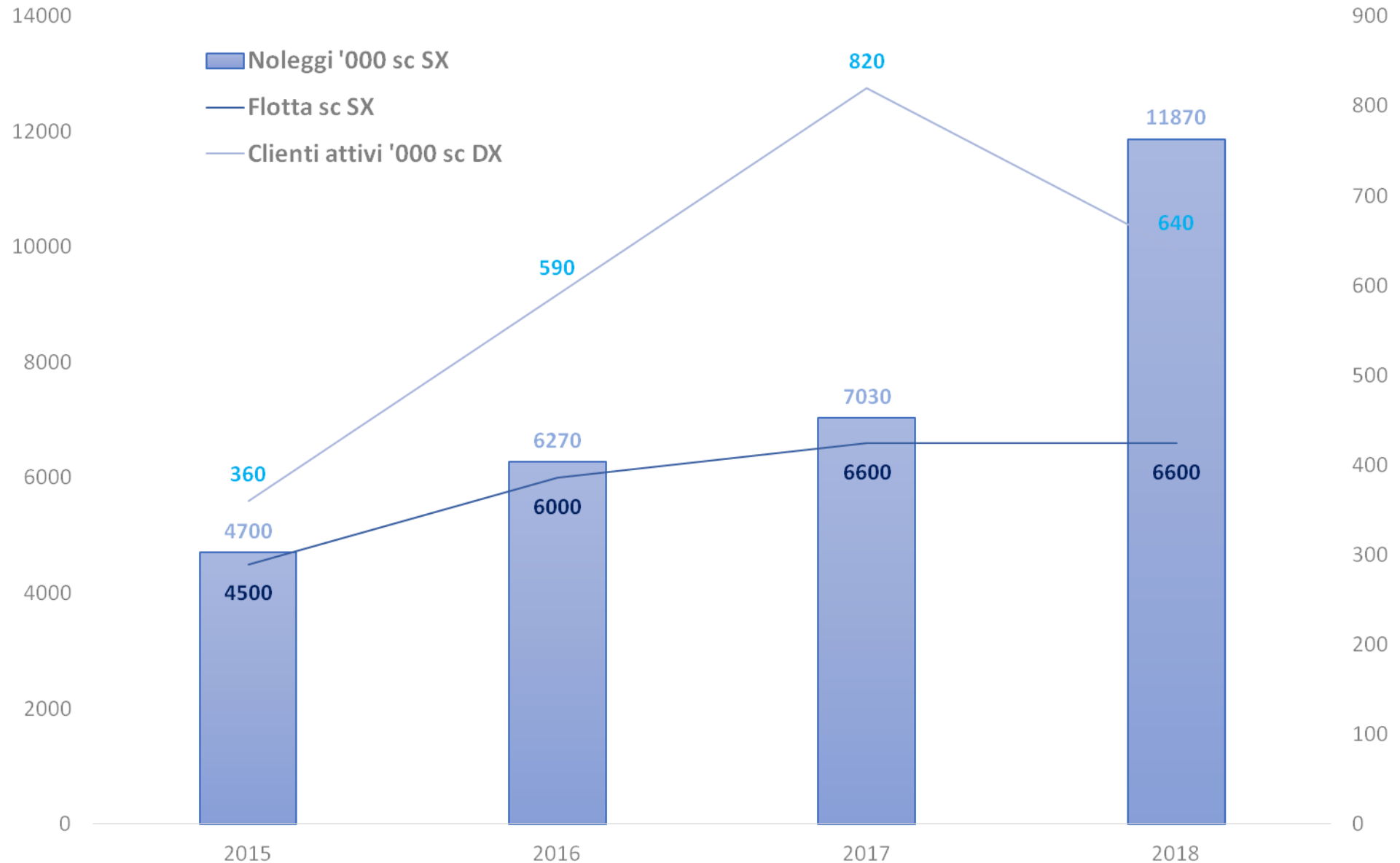


5,5  
€ mld





# Trend car sharing



Fonte: Centro Studi Fleet&Mobility su dati Aniasa

