

# THE FIRST PROFILING OF THE ROMANIAN OPERATIONAL LEASING CUSTOMER

ALD Automotive and Nielsen announce the completion of the first Romanian study exploring attitudes

and opinions of company managers towards the operational leasing services.

**400**  
companies

the qualitative phase



**12** in depth interviews

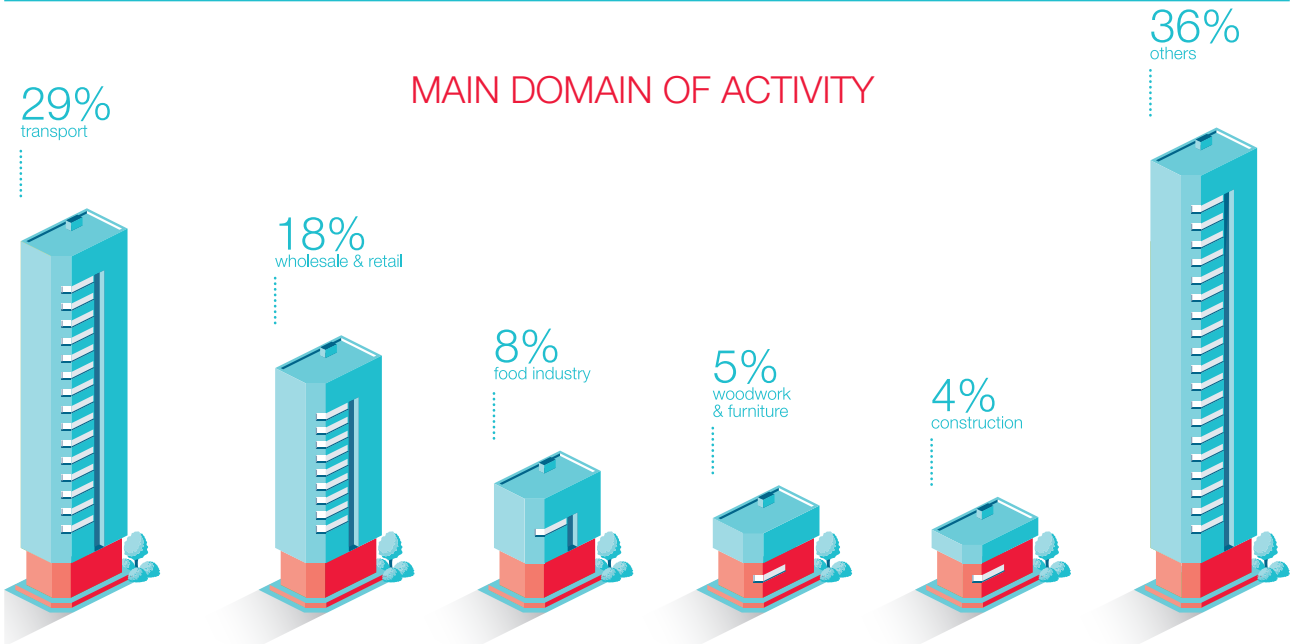
All interviews were conducted with managers responsible for the acquisition or management of the company's fleet.

the quantitative phase



**400** interviews

## MAIN DOMAIN OF ACTIVITY



**73%** Local company, without offices in other cities

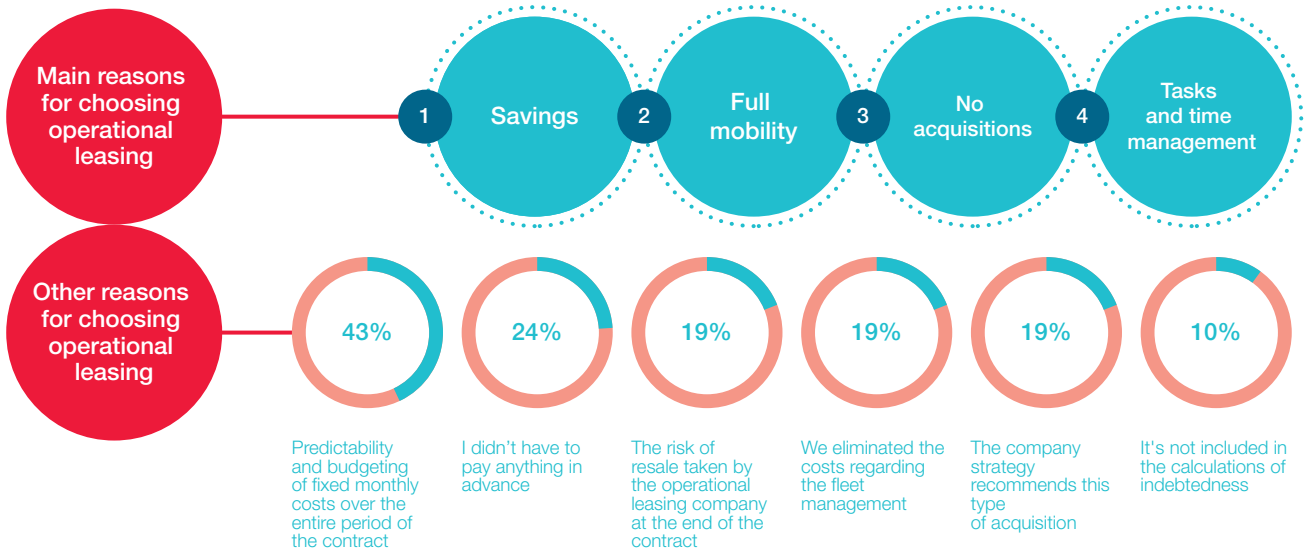
**23%** Local company, also with offices in other cities

**4%** Branch office of a multinational company

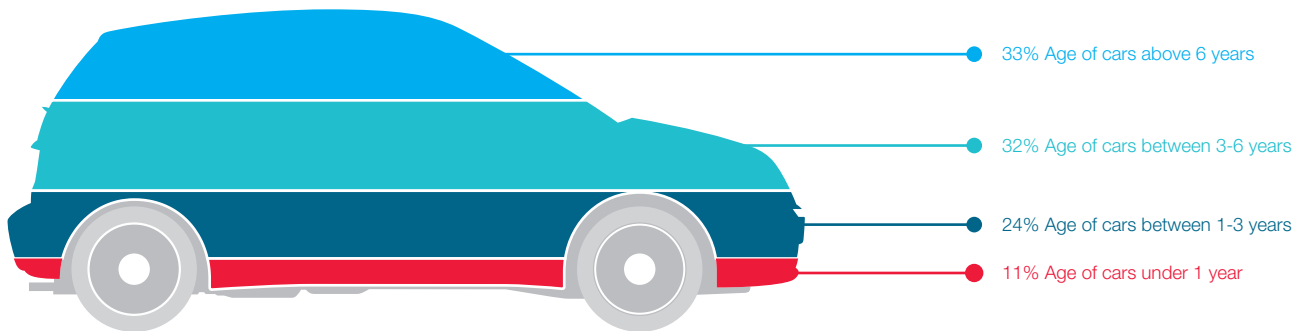


**66%** Less than 50 employees

**34%** More than 50 employees



## TOP 10 CAR BRANDS THE PARTICIPANTS HAVE IN THEIR FLEET AND AGE OF VEHICLES



## SOURCES OF INFORMATION CLIENTS USE WHEN ACQUIRING DATA ON OPERATIONAL LEASING SERVICES

