

Fleet Lessor Profiler - RCI Banque 2009

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Abstracts

Introduction

The European market for fleet leasing and management has witnessed continuous consolidation in recent years. Currently, Europe's largest leasing and fleet management companies account for more than half of all company cars and vans funded by operational leasing. Find out more about the competitive positioning of RCI Banque with respect to other leading fleet leasing companies

Scope

*The competitive positioning of RCI Banque with respect to other leading fleet leasing companies

*The profiler covers 30 European markets

Highlights

Currently, Europe's largest leasing and fleet management companies account for more than 60% of all company cars and vans funded by operational leasing

Reasons to Purchase

*This report provides an overview and analysis of the competitive positioning of RCI Banque in EU-30 markets

*This report also provides analysis of the potential strategic directions of the company, as well as its strengths and weaknesses

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