

The Corporate Vehicle Observatory is an expert's platform and a research body that brings together all the players of the car fleet business: fleet managers, procurement specialists, manufacturers, equipment suppliers, advisers, insurers, press, public authorities, researchers, etc.

Founded in 2002 by Arval in France, the CVO has become an international organisation working in 11 countries, ranging from mature to young developing markets. In each of them it produces analyses and comparisons of current practices and relevant future trends of each market.

- ✓ 2002: Creation in France
- ✓ 2005: Germany, Italy, Portugal, Switzerland
- ✓ 2006: Poland
- ✓ 2007: Belgium, Czech Republic, Morocco
- ✓ 2008: Spain, India

The CVO's main missions are to:

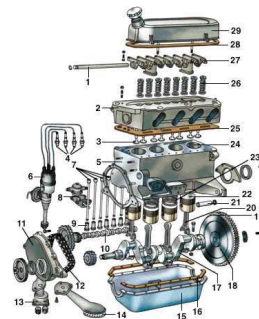
- ✓ Analyse and anticipate significant trends of the automotive market from the point of view of professional fleet management.
- ✓ Survey the main challenges of today's and tomorrow's professional mobility, and monitor the available technology and management solutions.
- ✓ Produce operational information on the current and future regulatory framework of the professional automotive market

Through a truly independent approach based on international comparisons and multiple expert opinions, the CVO commits to contribute to the raising maturity of the fleet market.

Domains


Some of the typical areas of intervention of CVO are:

- ✓ **Technological innovation:** what it really brings or not to the management of a fleet (on-board Telematics, Galileo, tolls ...)
- ✓ **Environment:** actual impact of transportation and professional mobility, and how to handle it (sustainable development, clean engine or fuel technologies, Eco-driving, corporate policies on reduction of emission/pollution ...)
- ✓ **Road Safety and accident prevention** (analysis of safety equipments on LCV and PC, innovative safety devices and policies, responsibility of the fleet owner ...)
- ✓ **Fleet management financials** (fleet funding methods, corporate vehicle taxation guides ...)



Activities

- ✓ The **Fleet Barometer** of the CVO:

Every year, in collaboration with its partner  , The CVO interviews over 3500 decision-makers and publishes the CVO fleet Barometer, which in turn enhances its ongoing activities.

This important and unique survey gives the result of a tracking study on the opinion of decision makers as regards corporate vehicles. Decision maker's morale, choice criteria of cars and options, attitude and expectation towards safety, incentive, car resale; fuel types, tolls, etc. A special in depth chapter handles the environmental aspect of current and future mobility.



The results of the Barometer are open to all market players.



- ✓ The **CVO brochures**

They are designed on the basis of automotive experts' studies and CVO's surveys. Numerous brochures have been published in all CVO's domains. They commit to a clear, matter of fact style, in order to support internal knowledge sharing within companies.

- ✓ Topical **conferences, round table discussions** and **workshop**

Aims to bring together experts and users, delivering an update on the question and an open debate based on experience.

Conference themes examples:

- hybrid technology
- hydrogen technology
- Road safety
- Sustainable development
- Galileo



- ✓ The **CVO Club**

It was created in November 2004. In 2007 it counts 5300 members in France. The club will be progressively implemented in all CVO countries. Members receive newsletters as well as CVO brochures; they are invited to participate at CVO events.

- ✓ Our **Web site**

<http://www.corporate-vehicle-observatory.com>. The CVO web site provides information on current subjects and important trends of the corporate vehicle market in the ten member countries.