

# Leasing Study 2021

## What potential does mobile.de offer for financing providers?



### Potential in the leasing market

Only **21%** of those who are **interested in leasing** have a leasing contract to date. Around **one-third** plan to lease a car in the near future (**35%**).



### The trend is moving towards online

In addition to the leasing provider (52%), both online comparison portals (36%) and online vehicle markets (34%) serve **as sources of information** for users.

More than the half (53%) of our users can imagine signing a leasing contract **online**.



### Financial preferences

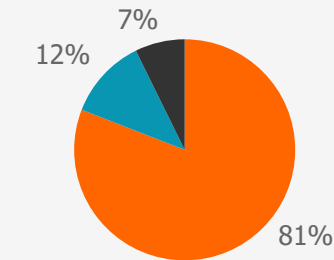
Almost half of them (48%) are prepared to make a **down payment** between €1,000 and €10,000. Additionally, a **monthly installment** of €100 to €500 (64%) is the most popular option; among them a 2-year contracts (42%) and long terms contracts (37%) are preferred.



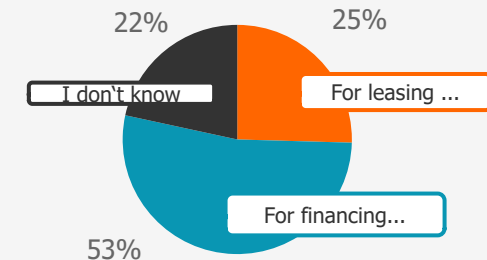
### The role of online marketplaces

Users want **mobile.de** primarily as a **neutral advisor** (57%), but also as a **marketplace and comparison portal** (59%) for various leasing providers.

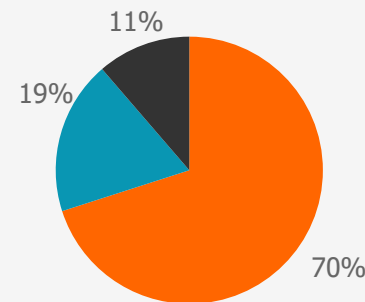
### Knowledge check: leasing vs. financing



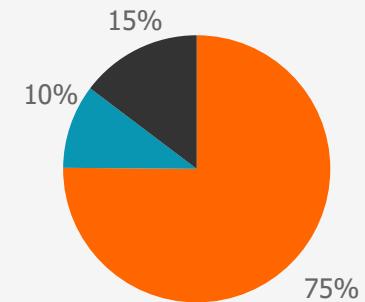
... I pay monthly installments over a fixed period and then return the vehicle.



... I can get out of the contract earlier or buy out the vehicle.



... the dealer is the owner of the vehicle.



... I usually have short-term contracts.