



683



THE RESEARCH BEHIND THE NUMBER

Company car drivers would give up their company car in exchange for a monthly compensation of €683 net.

In a survey conducted in 2018 among 529 company car drivers, the effectiveness of a financial compensation as a motivator to dispose of company cars has been evaluated. 20% of the respondents indicated that they were interested in trading their company car for an amount of cash that would not be spent on buying a privately owned car. 55% of this sample indicated that they were not interested in trading their company for a monthly compensation, and 25% was interested, but would buy their own car with the received amount of cash.

On average, the respondents required a monthly compensation of €683 net per month to give up their company car. The respondents that were interested to trade their company car for a mobility budget and the subgroup that was not interested in a mobility budget differ significantly in terms of age and environmental concern.

"Environmentally concerned respondents were found to be more interested in alternative policy measures, they required a lower financial compensation, and they attached less importance to the size and price of a company car. This shows that targeting environmentally concerned employees could be effective in promoting sustainable corporate mobility policies.", explains dr. Liesbeth De Wilde.

