

# TOKKDER

# Operational Leasing Sector Report

2024 H1



# NIQ

# CONTENT

---

<b>Aim and Scope</b>	<b>3</b>
<hr/>	
<b>Methodology &amp; Participating Companies</b>	<b>6</b>
<hr/>	
<b>Summary</b>	<b>10</b>
<hr/>	
<b>Vehicle Park</b>	<b>19</b>
<hr/>	
<b>Contract Structure</b>	<b>25</b>
<hr/>	
<b>Vehicle Investments (Purchases, Sales and Paid Taxes)</b>	<b>27</b>
<hr/>	
<b>Number of Customers</b>	<b>34</b>

# 1- Aim and Scope

---

# MARKET INFORMATION

TOKKDER was founded in Istanbul in 1996 to integrate rent a car and car leasing companies under the same roof.

## Vision

To become a reference and a professional umbrella organization in car rental business, of whom all actors in the sector wish to become a member of and to be the reference figure the legislator and the regulatory authorities seek consultancy from.

## About TOKKDER

- 161 Members
- Rent a Car and Operational Leasing Sectors
- Member structure that covers 80% of sector
- Member of Leaseurope\*

\*Leaseurope has 42 members in 31 countries and is known with its effects on EU regulations.

## AIM AND SCOPE OF THE RESEARCH

### AIM

- ✓ To draw the overall picture of the Operational Leasing Sector,
- ✓ To identify the potential and trends of the sector,
- ✓ To inform customers, automotive and finance sectors, members and public about the sector trends.

### SCOPE

- ✓ Vehicle park of the sector
  - Make,
  - Segment,
  - Fuel type,
  - Transmission type,
  - Vehicle body type,
- ✓ Total number of customers
- ✓ Number of contracts
  - Term based
- ✓ Total number of employees
- ✓ Financial Indicators
  - Total Assets,
  - Equity,
  - Total Receivables,
  - Receivables under legal follow up,
  - NPL ratio
- ✓ Loans on the balance sheet
  - Loan in TL,
  - Loan in foreign currency,
  - Local Loans,
  - Foreign Loans
- ✓ Loans Taken Within The Year
  - Local Loan Amount,
  - Foreign Loan Amount
- ✓ Within the period;
  - # of purchased and sold vehicles
  - # of vehicles whose fleet management contract started and ended
  - Vehicle investment
  - Paid taxes (SCT, VAT, MVT)

# 2- Methodology and Participating Companies

---

# METHODOLOGY

The questionnaire which is prepared under the scope of the research and approved by the Competition Agency, was delivered to NielsenIQ in the digital environment by each company.

Total sector parameters are calculated by projecting the total vehicle purchase volume of the participating companies to the total sales figures to operational leasing sector which are estimated by using ODMD reports and TOKKDER predictions.

Hence, the sector representation ratio of the participating companies are as follows:



2014	→ %66,3
2015	→ %67,5
2016	→ %76,9
2017	→ %78,2
2018	→ %71,4
2019	→ %69,4
2020	→ %71,1
2021	→ %71,8
2022	→ %72,5
2023	→ %72,4
2024	→ %72,0

## PARTICIPATING COMPANIES



ALD AUTOMOTIVE



ATAKO DESTEK ARAÇ KİRALAMA



OTOKOÇ OTOMOTİV



BORLEASE



BORUSAN OTOMOTİV PREMIUM KİRALAMA



BURGAN FİNANSAL KİRALAMA



DENİZFİLO



DRD FİLO KİRALAMA



ESCAR FİLO KİRALAMA



GARANTİ BBVA FİLO



HEDEF FİLO



LEASEPLAN



LİDER FİLO



OTO PLAN OPERASYONEL TAŞIT KİRALAMA



PORT FİLO



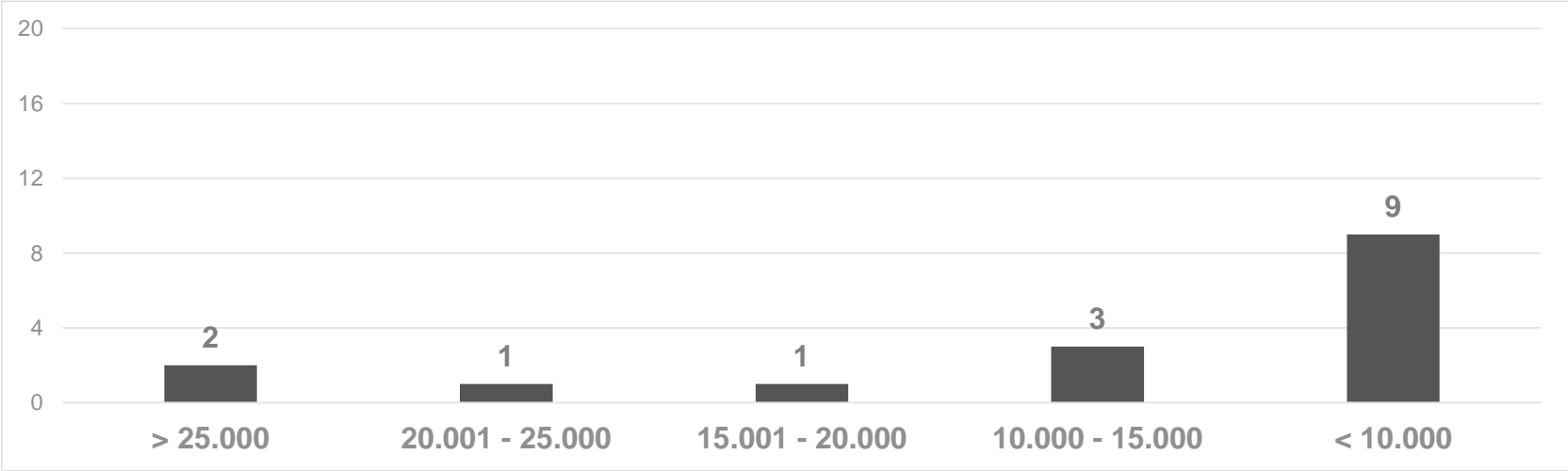
TEB ARVAL

Autoland Otomotiv does not participate in the research as of the 1st quarter of 2024. Port Filo Kiralama Ticaret A.Ş. is participating in the research starting from the second quarter of 2024.



# DISTRIBUTION ACCORDING TO SIZE - PARTICIPATING COMPANIES

2024 H1



# 3- Summary

---

# PARTICIPANTS AND SECTOR ESTIMATES

2024 H1

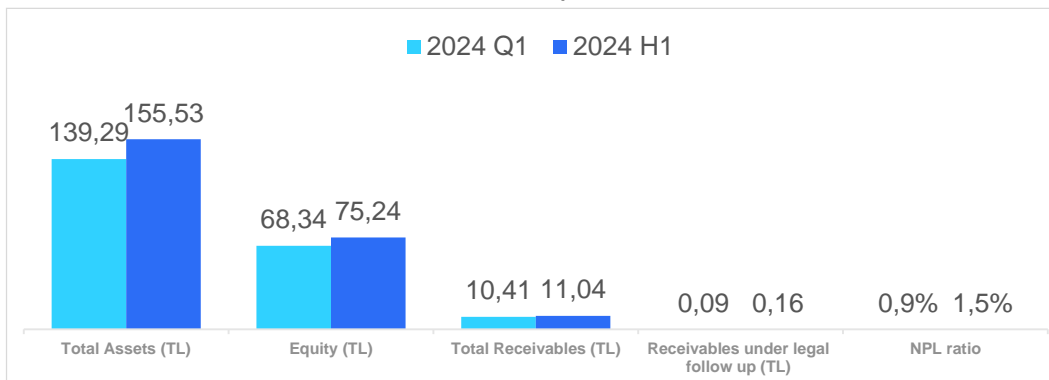
	Participants	Sector Estimates
<b>Total Number of Vehicles (000)</b>	185,7	257,0
<b># of Purchased Vehicles (000)</b>	24,5	34,1
<b># of Vehicles Whose Fleet Management Contract Started (000)</b>	10,4	14,4
<b># of Sold Vehicles (000)</b>	28,5	39,5
<b># of Vehicles Whose Fleet Management Contract Ended (000)</b>	4,3	6,0
<b># of Customers (000)</b>	21,1	29,2
<b>Amount of Purchased Vehicles (Bn TL)</b>	31,3	43,4
<b>Tax Paid (Bn TL) VAT+MVT+SCT</b>	16,7	23,1
<b>Sum of Actives (Bn TL)</b>	155,5	215,1

Items representing the status as of the end of the period (2024 H1) : Total Number of Vehicles, # of Customers, Sum of Actives

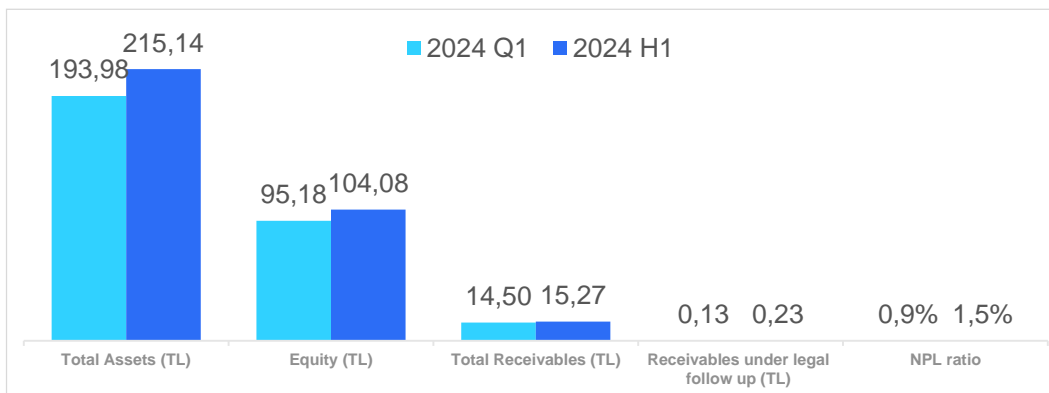
Items representing January – June 2024 period: # of Purchased Vehicles, # of Vehicles Whose Fleet Management Contract Started, # of Sold Vehicles , # of Vehicles Whose Fleet Management Contract Ended, Amount of Purchased Vehicles, Tax Paid

# Financial Indicators (Billion TL)

## Participants



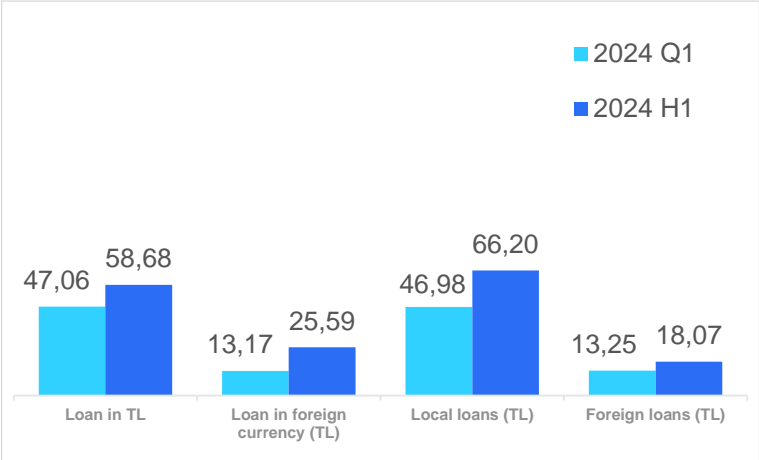
## Sector Estimates



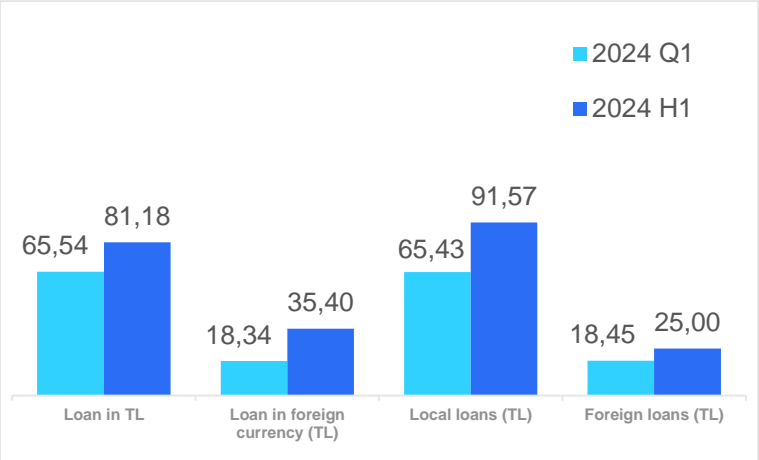
Financial indicators started to be reported by the 1st quarter of 2024.

# Loans On The Balance Sheet (Billion TL)

### Participants



### Sector Estimates

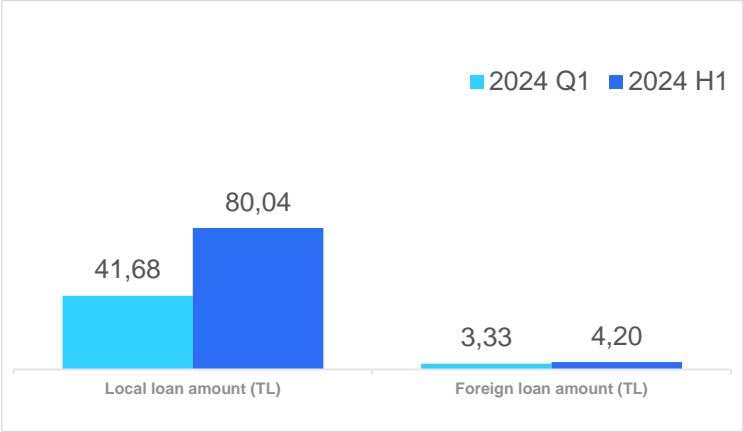


Loans on the balance sheet started to be reported by the 1st quarter of 2024.

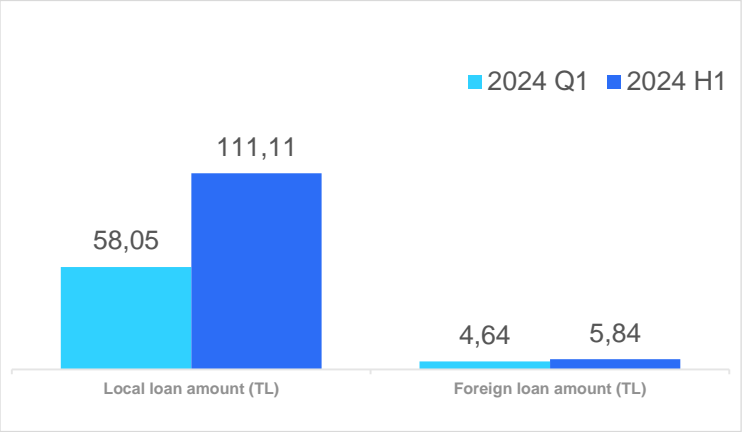
Loans in foreign currency and foreign loan amount equivalents are stated in TL.

# Loans Taken Within The Year (Billion TL)

Participants



Sector Estimates

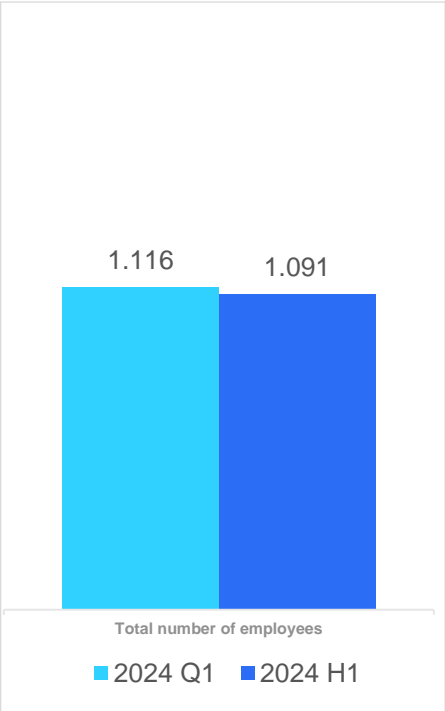


Loans taken within the year started to be reported by the 1st quarter of 2024.

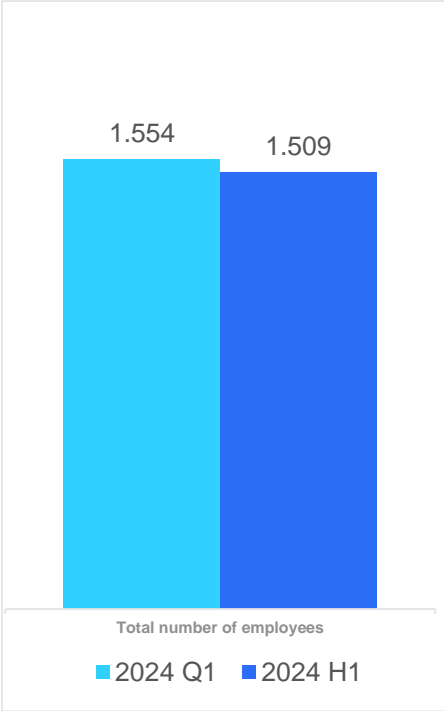
Loans in foreign currency and foreign loan amount equivalents are stated in TL.

# Total Number of Employees

Participants



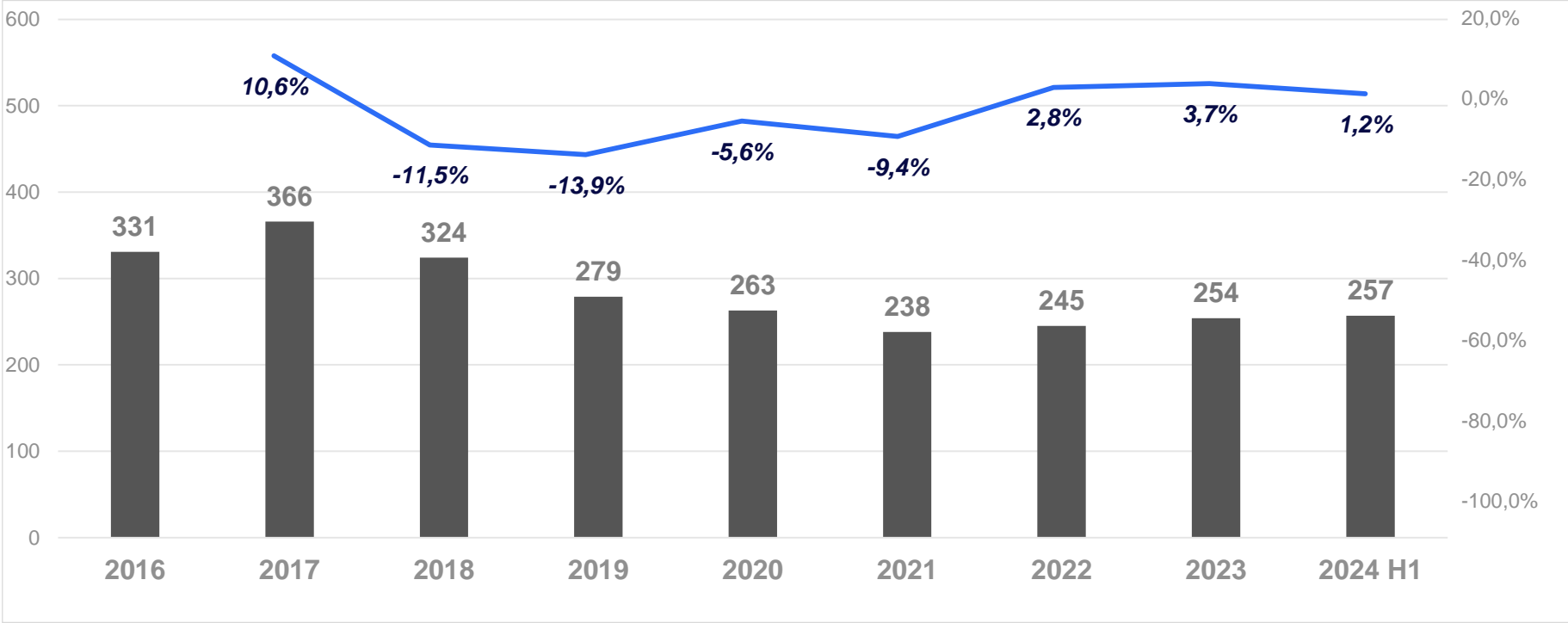
Sector Estimates



Number of employees started to be reported by the 1st quarter of 2024.

# ESTIMATED GROWTH OF VEHICLE PARK OF THE SECTOR (000)

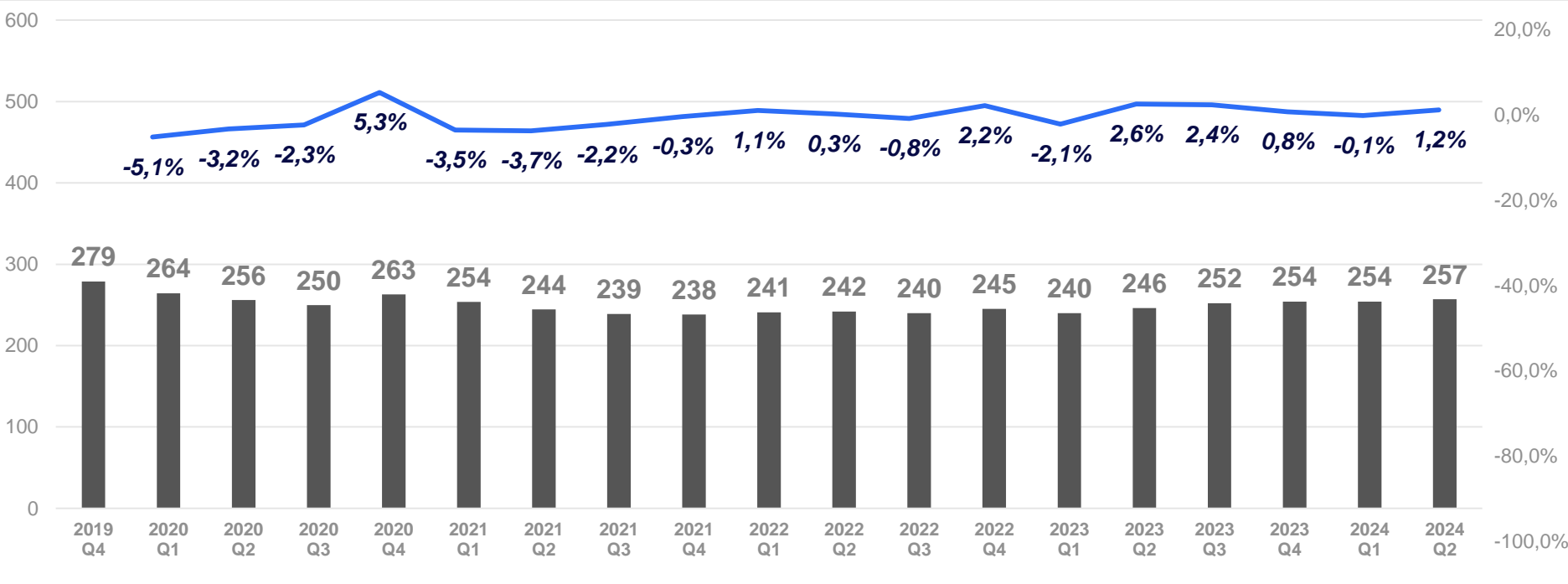
ANNUAL





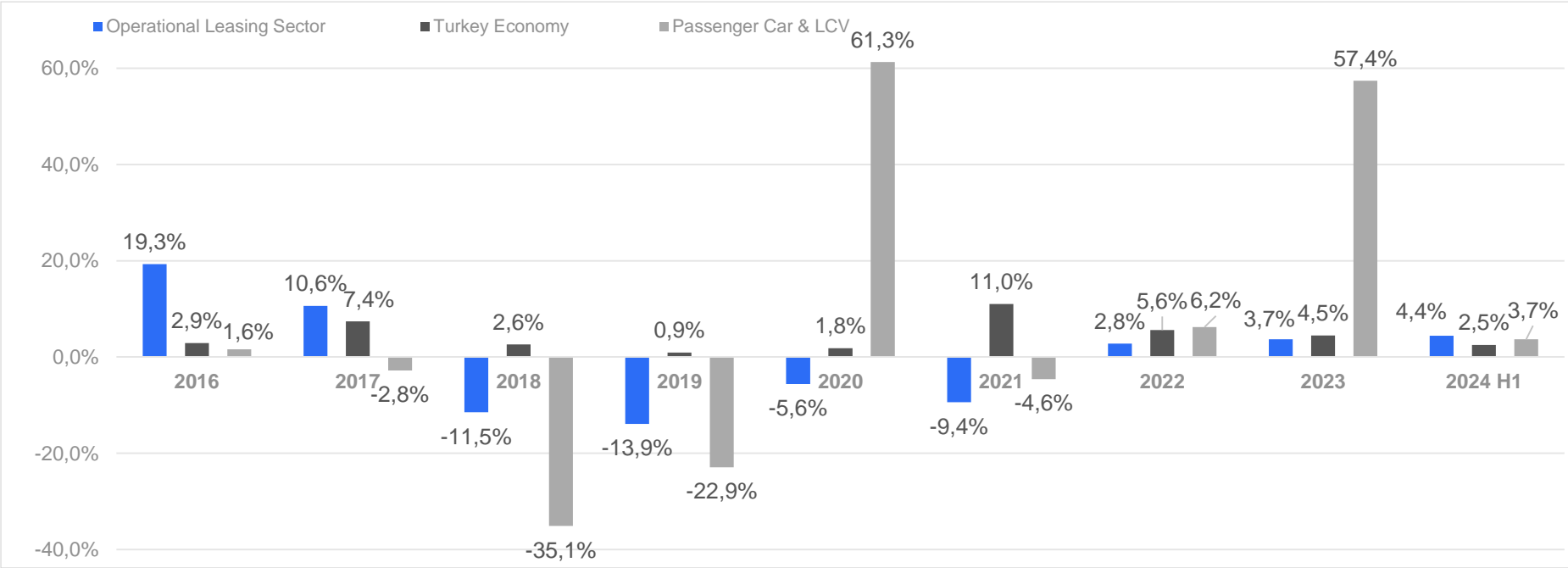
# ESTIMATED GROWTH OF VEHICLE PARK OF THE SECTOR (000)

## QUARTERLY



# GROWTH RATES / BENCHMARKS

## TURKEY ECONOMY / AUTOMOTIVE SECTOR / OPERATIONAL LEASING SECTOR



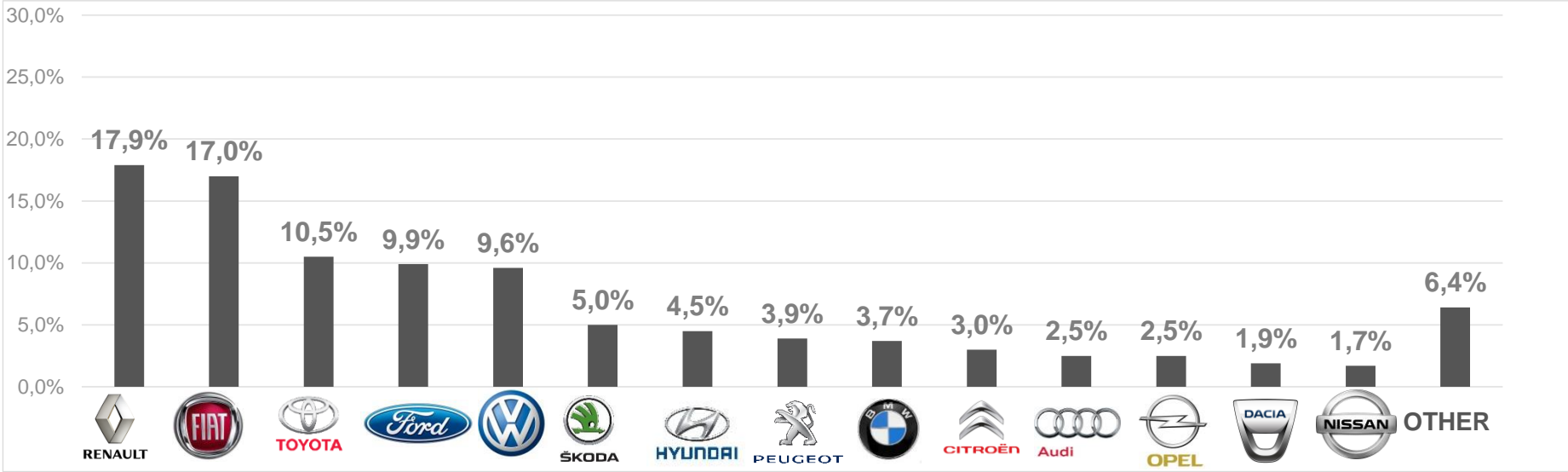
• Source : ODMD data used for passenger car & LCV sales growth. Turkish Statistical Institute (TurkStat) data used for Turkey growth rate  
• 2024 H1 is compared to 2023 H1.

# 4- Vehicle Park

---

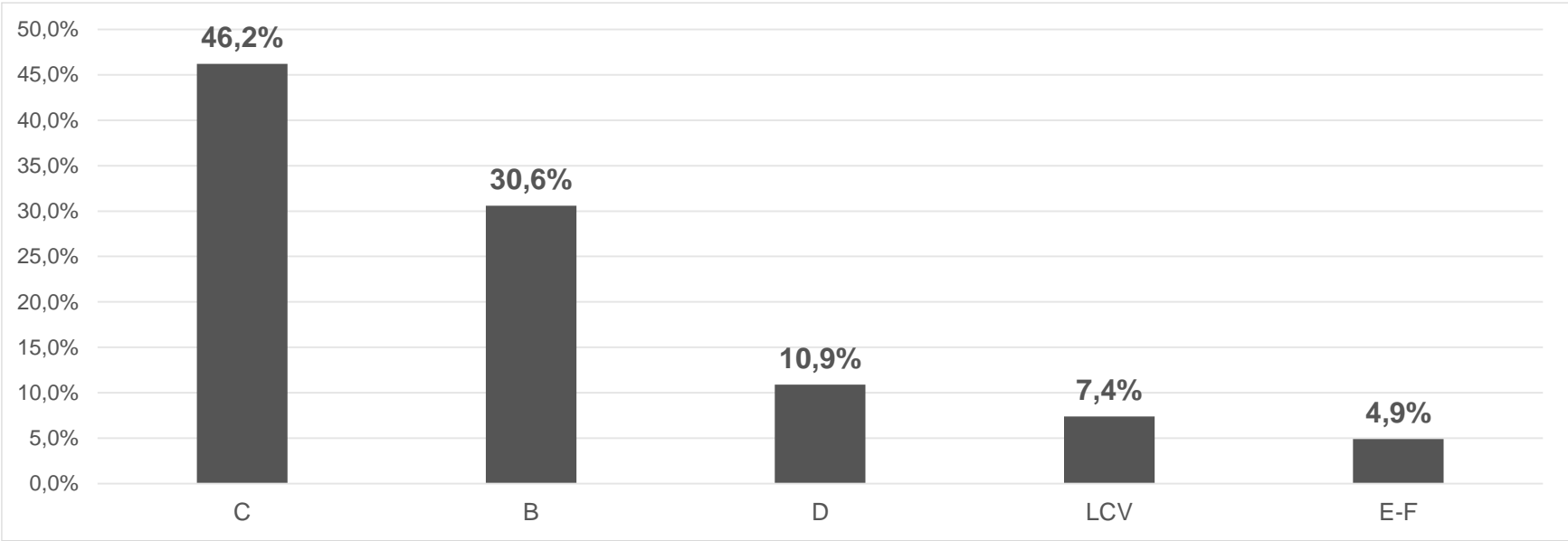
# MAKE BASED DISTRIBUTION

2024 H1



# VEHICLE SEGMENTS

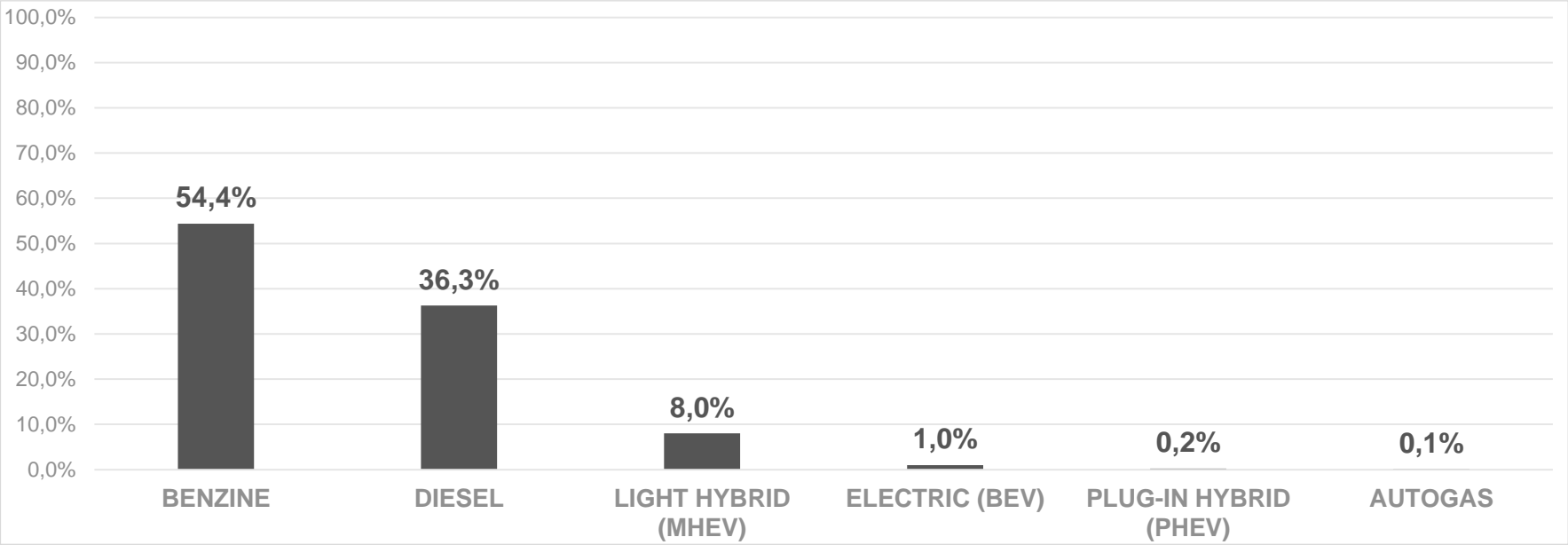
2024 H1



*\*As of the 2021 Q1, SUV models are reported under the segments they belong to.*

# FUEL TYPE

2024 H1



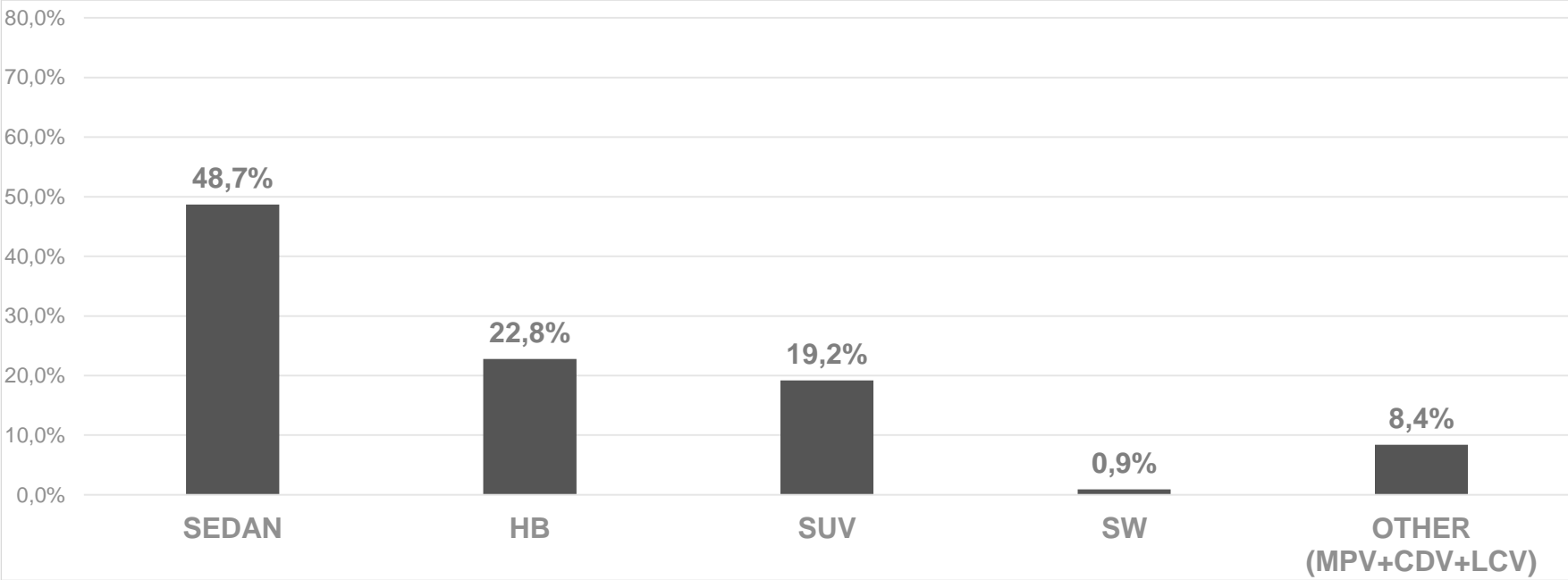
# TRANSMISSION TYPE

2024 H1



# VEHICLE BODY TYPE

2024 H1



\*Vehicle body type is added to questionnaire as of Q1'21

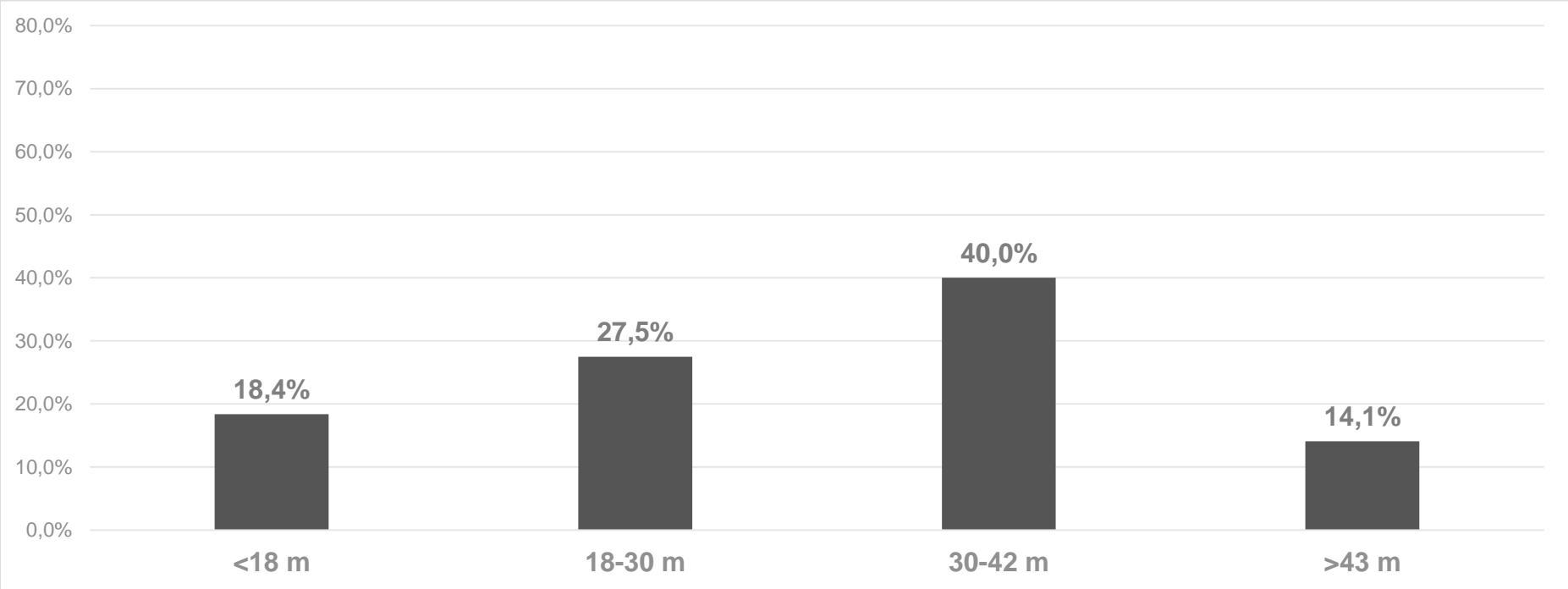


# 5- Contract Structure

---

# CONTRACT FEATURES / TERMS (MONTHS)

2024 H1

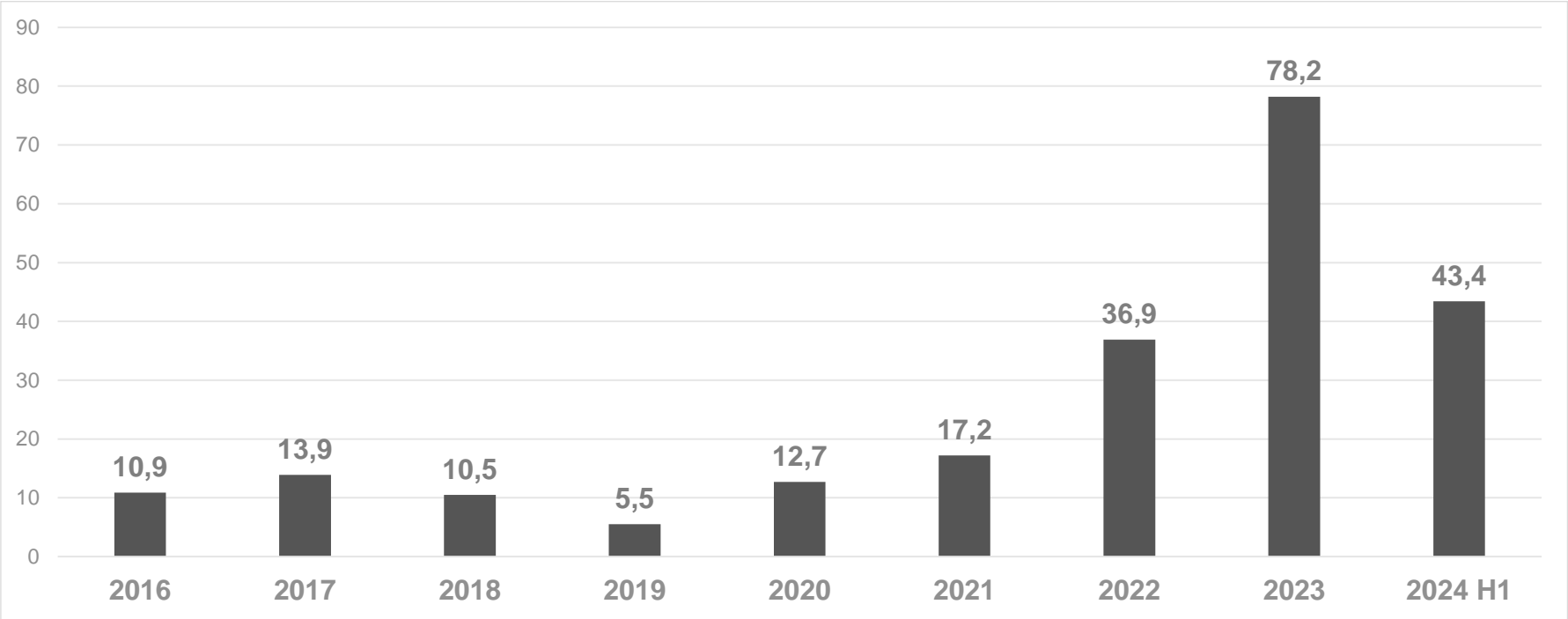


# 6- Vehicle Investments, Purchases, Sales and Paid Taxes

---

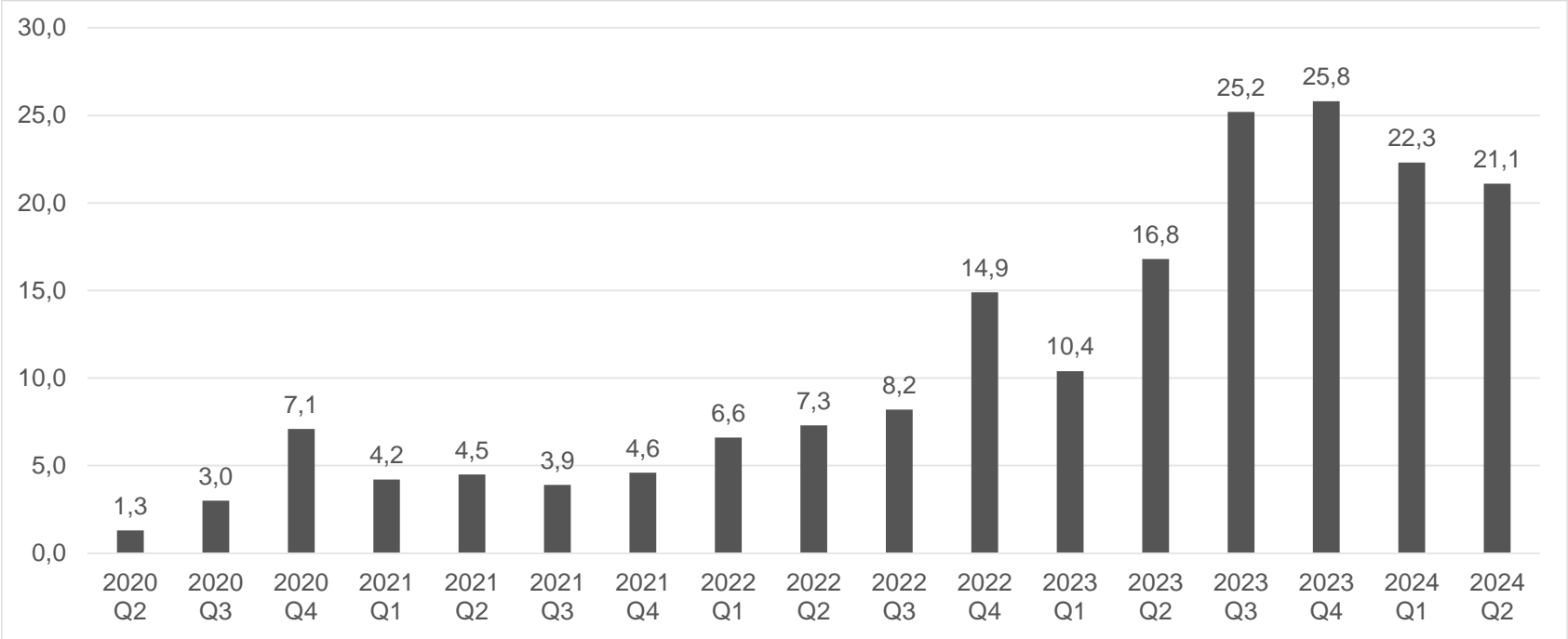
# VEHICLE PURCHASES – BILLION TL

ANNUAL



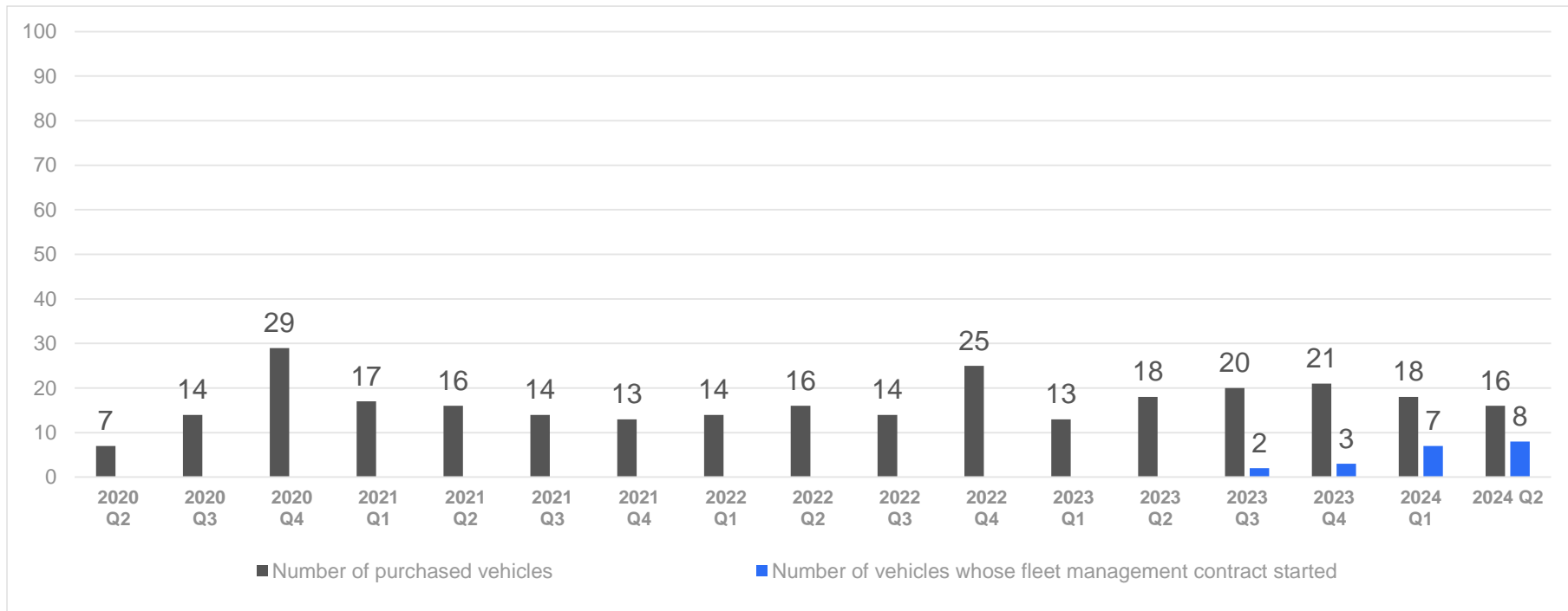
# VEHICLE PURCHASES – BILLION TL

## QUARTERLY



# NUMBER OF PURCHASED VEHICLES & NUMBER OF VEHICLES WHOSE FLEET MANAGEMENT CONTRACT STARTED – (000)

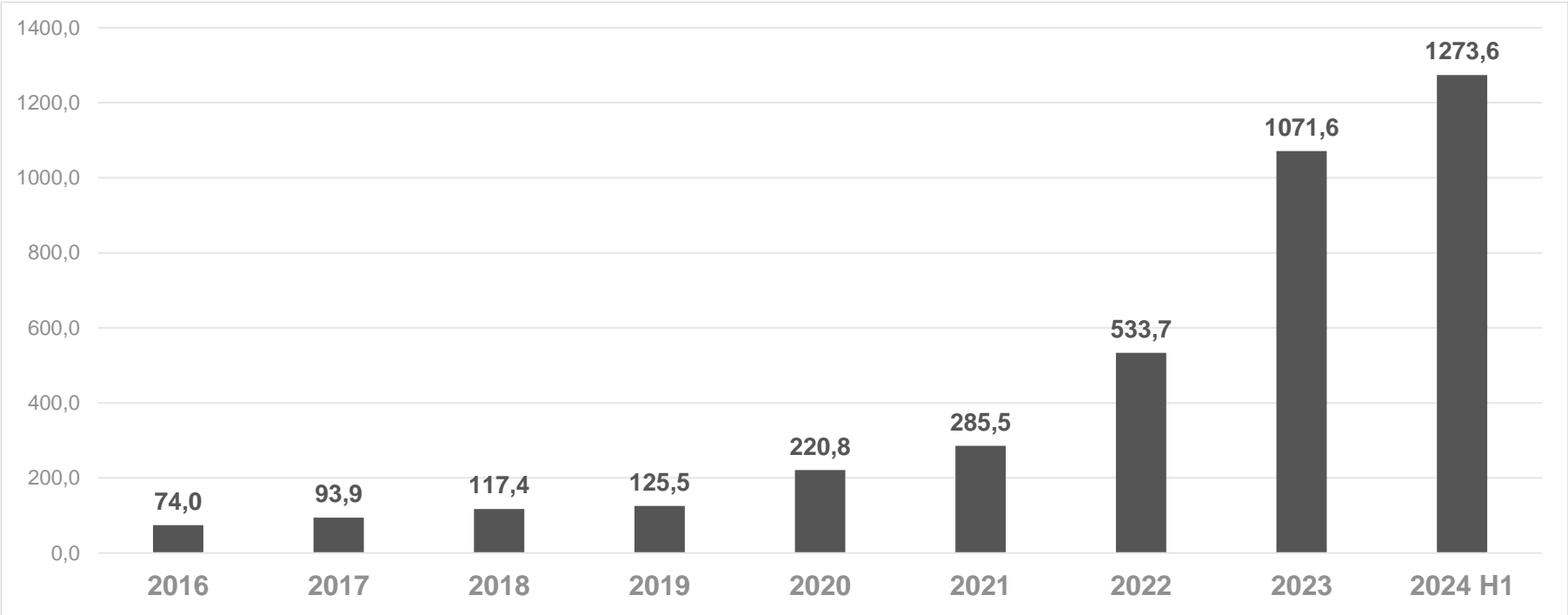
## QUARTERLY



\* Number of vehicles whose fleet management contract started started to be reported by the 3<sup>rd</sup> quarter 2023

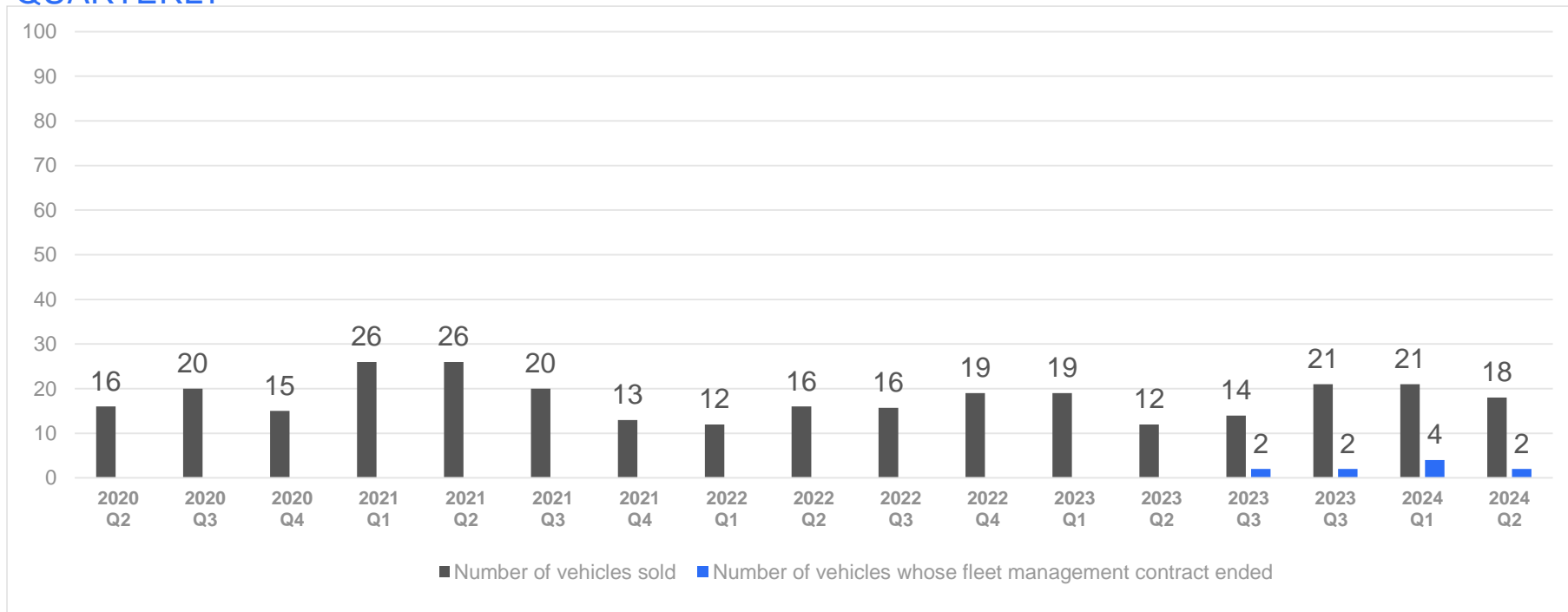
# AVERAGE PRICE FOR PURCHASED VEHICLES - 000 TL

ANNUAL



# NUMBER OF VEHICLES SOLD & NUMBER OF VEHICLES WHOSE FLEET MANAGEMENT CONTRACT ENDED (000)

## QUARTERLY

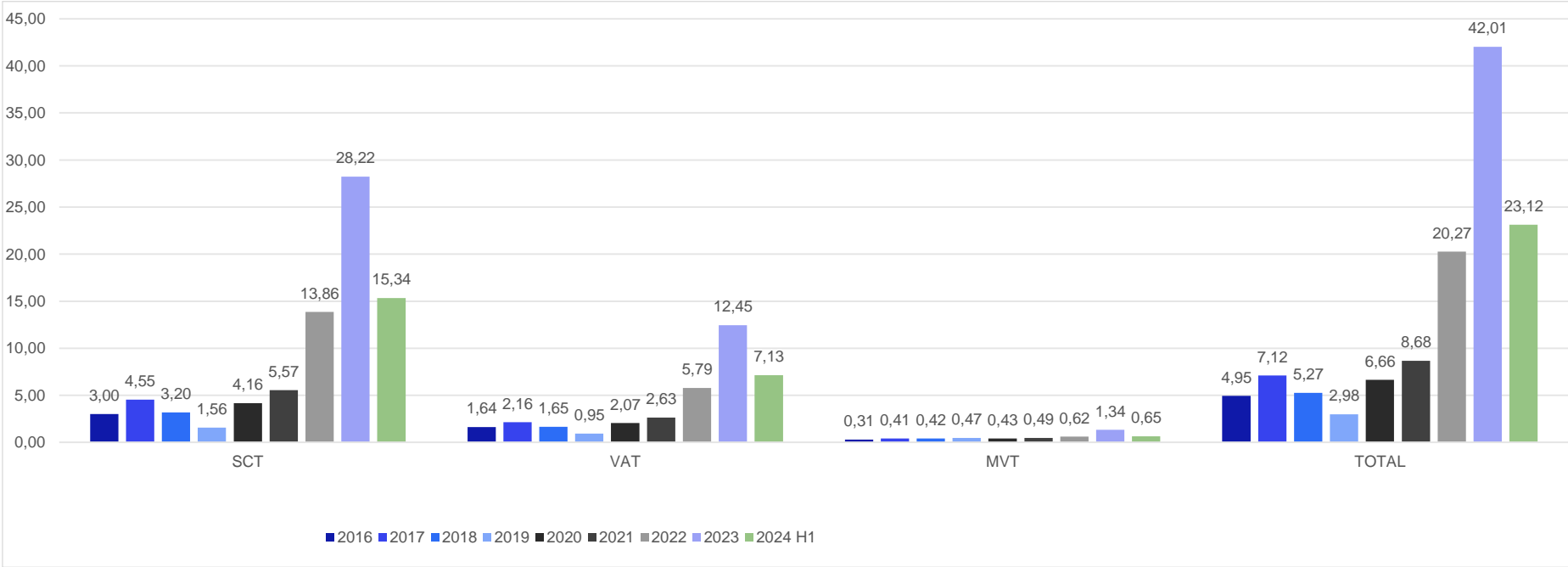


\* Number of vehicles whose fleet management contract ended started to be reported by the 3<sup>rd</sup> quarter 2023



# SECTOR TAX TREND

BILLION TL

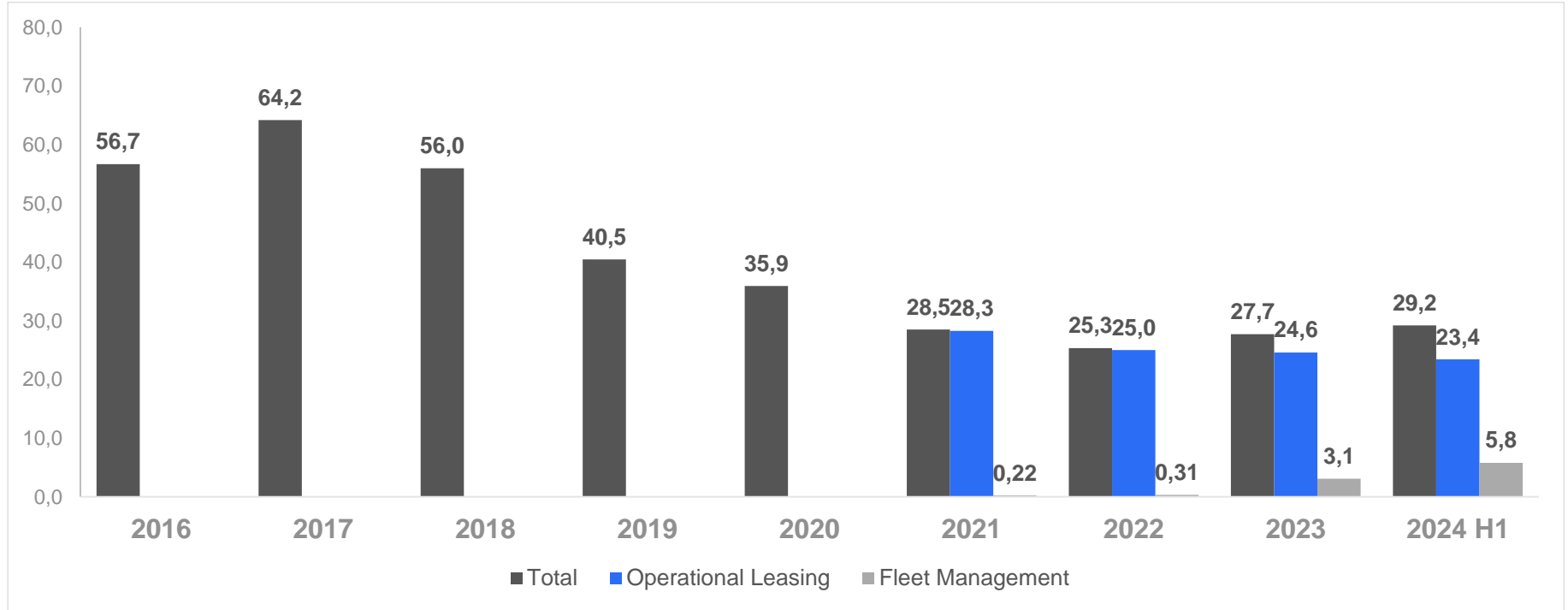


# 7- Number of Customers

---

# TOTAL NUMBER OF SECTOR'S CUSTOMERS – (000)

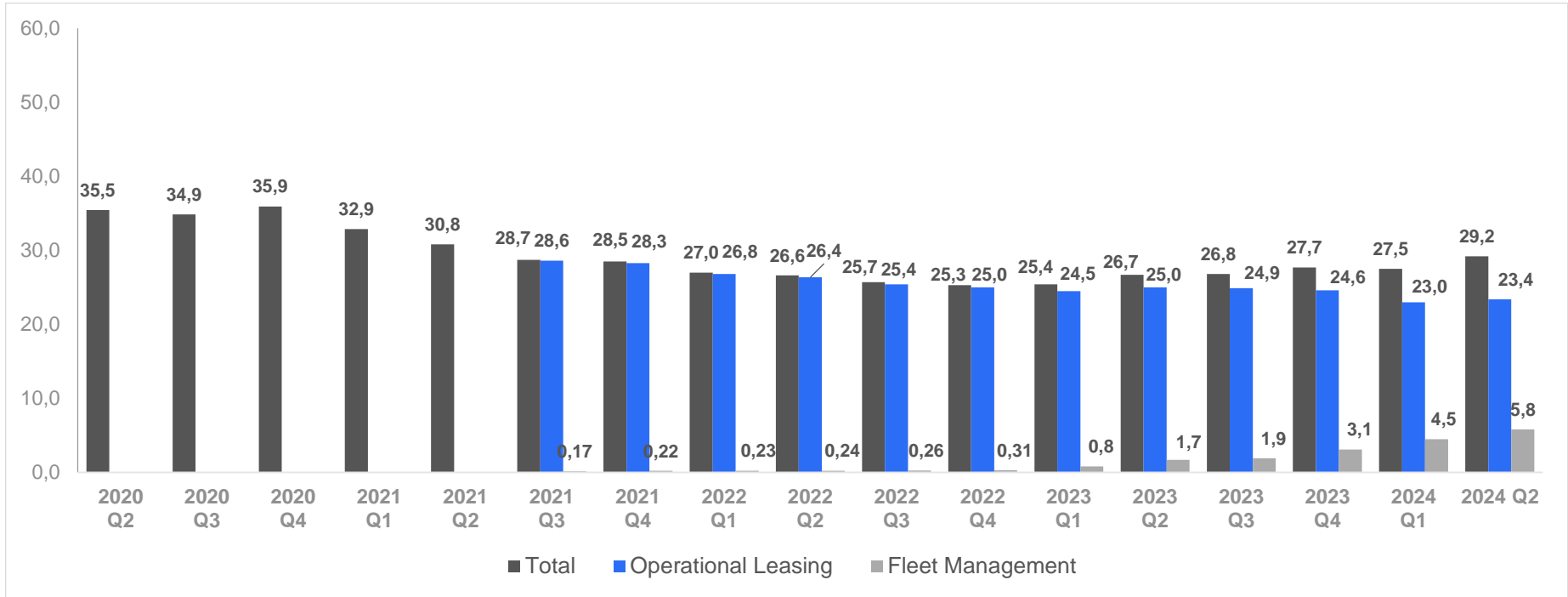
## ANNUAL



\*As of Q3 2021, the number of customers is reported separately as Operational Leasing and Fleet Management.

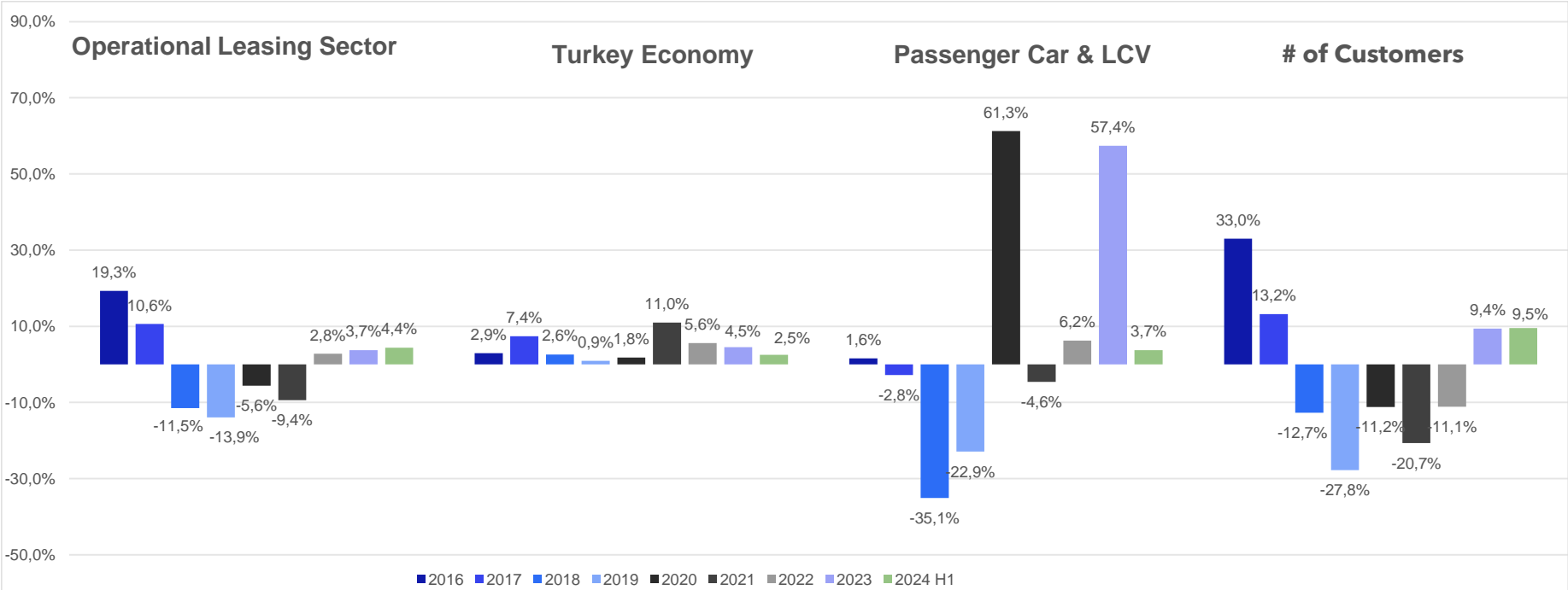
# TOTAL NUMBER OF SECTOR'S CUSTOMERS – (000)

## QUARTERLY



\*As of Q3 2021, the number of customers is reported separately as Operational Leasing and Fleet Management.

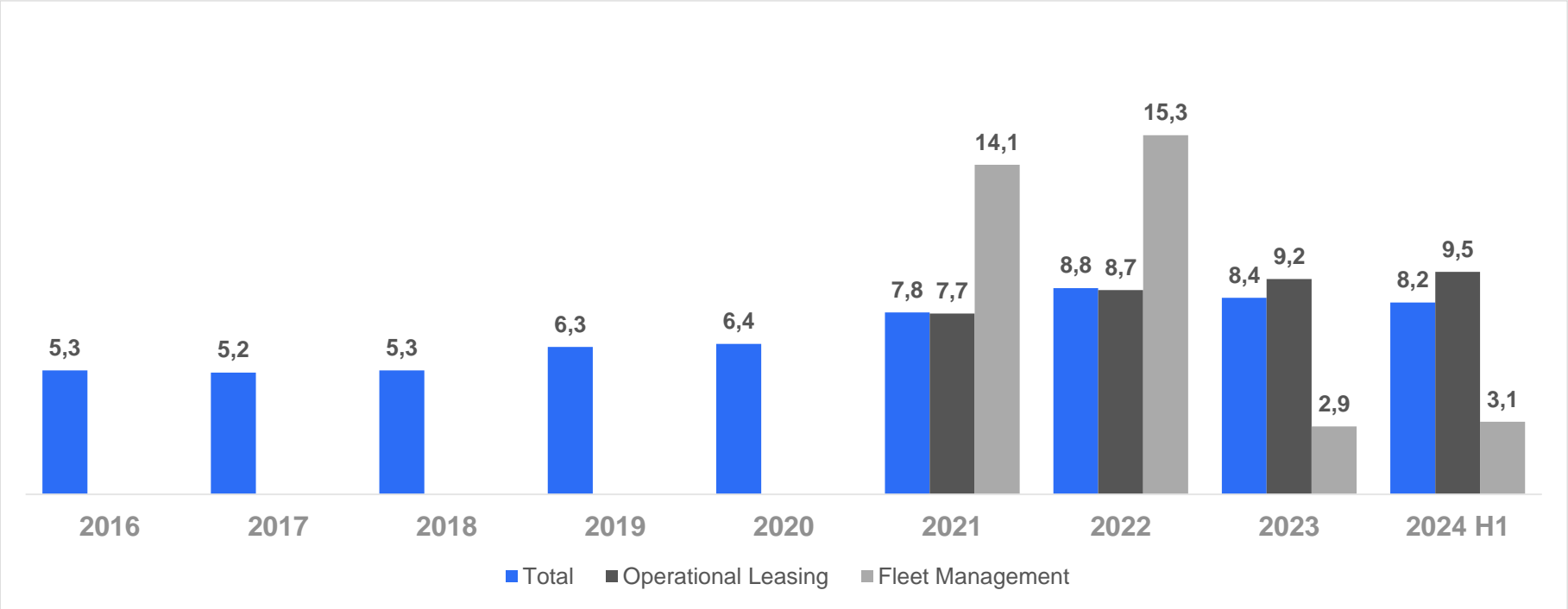
# COMPARISON OF CUSTOMER NUMBER GROWTH



2024 H1 is compared to 2023 H1.

# NUMBER OF VEHICLES PER CUSTOMER

## ANNUAL



\*As of Q3 2021, Number of Vehicles Per Customers is reported separately as Operational Leasing and Fleet Management.

# Thank You

[sezen.telli@nielseniq.com](mailto:sezen.telli@nielseniq.com)

