

FOR IMMEDIATE PUBLICATION

Cluno study: 80% see car subscription as a real alternative to leasing

All-inclusive price is decisive for 87%, flexibility for 73% of respondents

- Cluno carries out the first large-scale survey among customers and prospective customers of car subscription.
- The main benefits of the car subscription mobility concept are flexibility, an all-inclusive package price and a wide range of brands and models.
- Almost 70% of respondents who currently lease, cash purchase or finance are interested in a car subscription.

Munich, 12 February 2020. How is the mobility concept car subscription perceived, and what do users and potential users expect from this innovative ownership model? These and other questions are answered by the first large-scale survey of 1,200 car subscription users and prospective customers, carried out by the mobility and fintech company Cluno in September 2019. The results of the study demonstrate both the relevance of car subscription for customers and the future importance of this concept for the mobility market as a fourth alternative alongside cash purchase, financing and leasing.

“At Cluno we aim to provide the best customer experience in the mobility sector. Our large number of customers and prospective customers enabled us to undertake a pinpointed survey for the first time of the expectations and perceptions of existing and potential Cluno users. This provides insights with which we can clearly distinguish ourselves from competitors, and can direct our services consistently and uncompromisingly to customers’ needs,” says Nico Polleti, CEO and co-founder of Cluno.

All-inclusive package price and flexible duration count

For 87% of respondents, the all-inclusive price is one of the five key drivers for a car subscription. The flexible duration is relevant for 73%. The choice between various brands and models, the high level of costs transparency, and the one-stop-shop service are appreciated in each case by just under 50% of the persons sampled. With a customer satisfaction rating of 4.2 points out of 5, Cluno scores highly across all of these key factors. The company performs best for the top driver, the all-inclusive price. On this criterion, Cluno scores 4.5 points.

A car subscription makes life easier

The trend towards individuality is transforming the mobility market. The results of the study show that contemporary mobility models have to be adapted closely to changing individual customer needs. Car subscription meets this requirement: short durations provide a high degree of flexibility. According to needs, it is possible to change the car after a minimum period of six months, or simply continue to drive it, or to take a break from its use. This makes life easier. 83% of the surveyed Cluno customers agreed.

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Car subscription challenges traditional ownership models

A further key finding: the figures suggest that car subscription has great market potential. When the study was conducted, almost 70% of the prospective customers had purchased, leased or financed their car. Approximately 80% in each of these groups would consider a car subscription as a mobility solution. The users surveyed in these three traditional models of ownership associate the car subscription most strongly, at about 20 % in each case, with flexibility. Among those who financed their car, interest in a car subscription is especially high, at 82%.

When asked about their personal perception, 84% of respondents in the survey see the car subscription as an innovative mobility concept, and 80% regard it as a real alternative to conventional leasing. The numbers demonstrate that the advantages of a car subscription are obvious for the majority of respondents.

This survey provides valuable insights for the further development of the car subscription mobility model. It illustrates the requirements placed by customers and potential customers for innovative, contemporary automobility, and creates the basis for continuous optimization and extension of the service, which is consistently guided by the needs of users.

The white paper on the study can be downloaded here:

[DOWNLOAD WHITE PAPER](#)

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About Cluno

Cluno is a new, flexible mobility concept: a digital car subscription. Car subscription works for anyone who wants to get around in his or her own car. Cluno thinks all car-related processes completely digitally and innovatively, helping customers to find the right mobility solution for their lives. Customers simply book their car online or via app for a fixed monthly all-inclusive fee covering all costs except fuel. After a minimum term of six months, subscription customers can return or switch their car with three months' notice.

Christina Polleti, Nico Polleti and Andreas Schuierer founded the Munich-based venture. The three co-founders have many years of experience in the automotive and online industries, with their last start-up, easyautosale, being sold to Autoscout24 in 2015. Leading venture capital investors, such as Valar Ventures, Acton Capital Partners and Atlantic Labs, back Cluno.

For further information, please visit www.cluno.com.