Consumer Automotive Financial Services in France

Description: Consumer Automotive Financial Services in France investigates the market for automotive financial services linked to sales of new and used passenger cars to individual buyers in France. In addition to analysing the market for finance and leasing services, the study also covers creditor insurance, motor insurance, road assistance, extended warranties, GAP insurance and prepaid service contracts.

Using survey results for average take-up rates for finance and leasing propositions at the point of sale, data for the size and growth of the automotive finance and leasing market for consumers in France is provided in terms of gross advances and assets leased for 2011 to 2015 with splits between finance for new and used cars and between finance organised through dealerships at the point of sale and directly with banks or other lending institutions.

Moreover, also by means of data for average take-up rates, the markets for creditor insurance, motor insurance, road assistance, extended warranties, GAP insurance and prepaid service contracts are sized in terms of gross written premiums and other revenues sold through the automotive trade (i.e. via dealers and manufacturers) in 2015. These markets, estimated to be worth EUR 2.23 billion in total in 2015, are broken down between new and used cars, and between new contracts sold during 2015 and in-force business sold in previous years but still being renewed in 2015.

The report draws on a survey of 85 leading car dealerships as well as an analysis of the approach to consumer automotive financial services of 42 car manufacturer brands in France. The PartnerBASE™ dataset that accompanies the report details each of the marketing initiatives for consumer automotive financial services traced by us for both dealers and manufacturers; a market data annexe is also available in a convenient spreadsheet format so that there is no need to re-enter key data points from the report.

In addition to captive finance companies owned by manufacturer brands, organisations covered by the report include ACTA Assistance, ALD Automotive, AXA, Cetelem, CGI, Covéa Fleet, Europ Assistance, Financo, Gras Savoye, Icare, Inter Mutuelles Assistance, NEXX Assurances, Opteven, SATEC and Viaxel. Together, the report and database will provide you with the definitive guide to current and future opportunities in consumer automotive financial services in France.

Contents: EXECUTIVE SUMMARY

1.0 INTRODUCTION

What is this report about?
- The focus of the report is on financial services related to the sale of passenger cars to individuals
- Rationale
- The provision of financial services is essential to support both car sales and profitability
- This report offers a detailed updated analysis of the subject in France based on primary research
- Methodology
- Survey of dealers and manufacturers
- Market data
- Computation of market data is based on a complex set of assumptions and variables in order to provide market segmentations in unrivalled detail
- External sources
- Definitions
- Finance and leasing products
- Insurance, warranty and assistance products
- Operating models
- Tied and non-tied providers
- Abbreviations
- PartnerBASE and market data annexe
- Finaccord
2.0 MARKET ANALYSIS
- Introduction
- Passenger vehicle data
- New and used car sales have stagnated with a sluggish economy
- While French manufacturers remain dominant, VW group has consolidated its position in third place
- Consumer automotive finance and leasing market
- Market size and growth
- Finance take-up rates have fallen for used cars but held up for the new car market

- Types of finance and leasing product
  - Two types of finance product account for close to 90% of the point-of-sale market
  - Consumer automotive insurance, warranty and assistance markets
- Market sizes
  - In total, the automotive trade is likely to have sold policies worth around EUR 1.86 billion in 2012
  - Survey of automotive dealers and manufacturer brands - overview
  - Introduction
  - Provision of consumer automotive financial services
    - Among the products analysed, motor insurance is that which French dealers show least enthusiasm for
  - Number and nature of dealer schemes
    - The average number of providers used by dealers for finance and leasing has apparently increased

- Types of creditor insurance policy sold by dealers
  - Creditor insurance sometimes takes the form of cover for life and disability only
- Types of motor insurance policy sold by dealers

- Where available from dealers, motor insurance policies always offer comprehensive cover
- Sources of road assistance distributed by dealers
- Road assistance is commonly bundled with extended warranties and motor insurance
- Consumer uptake of automotive financial services through dealers
  - Take-up rates have diverged among new and used car buyers for finance and leasing

- Survey of automotive dealers and manufacturer brands - partnerships
  - Introduction
  - Finance and leasing
  - CGI, Cetelem and Viaxel remain the dominant non-tied providers in France

  - Almost all manufacturer brands collaborate with a captive or preferred finance provider

  - Across all types of provider, the leading firm has an implied market share of new business of 23.7%
  - Creditor insurance
  - There are seven main non-captive competitive units operating in this market

Motor insurance
- When dealers sell motor insurance, they almost always focus on manufacturer-branded policies
- AXA and NEXX Assurances are the leading underwriters by weighted share of partnerships

Extended warranties
- Covéa Fleet, Icare and Opteven have a significant presence in their own right and through finance houses

  - The Warranty Group supports six manufacturer brands through FGA Capital
  - A combined analysis assigns an implied 18.7% market share to the leading competitor
  - Road assistance
  - Where made available on a non-tied basis, this can be distributed in a variety of different formats
  - Four main competitors compete for manufacturer brand mandates for road assistance
  - GAP insurance
  - The key non-tied distributors of GAP insurance through dealers are finance companies

Prepaid service contracts
- ALD Automotive features in half of all non-tied relationships mentioned by dealers
LIST OF GRAPHICS / TABLES

Key market data for consumer automotive financial services in France, 2012

1.0 INTRODUCTION

2.0 MARKET ANALYSIS

- Passenger car parc and new / used passenger car sales in France, 2008 to 2012
- Passenger car parc and new / used passenger car sales in France, 2008 to 2012 (data)
- New car registrations in France, segmented by manufacturer group, 2012
- New and used passenger car finance market in France, segmented by distribution channel: volumes, 2008 to 2012
- New and used passenger car finance market in France, segmented by distribution channel: values, to 2012
- New and used passenger car finance market in France, segmented by distribution channel: values and volumes, 2008 to 2012 (data)
- % split between the different types of finance and leasing contract organised at the point of sale in France, 2012
- Total revenues from consumer automotive insurance, warranty, assistance and service contract markets in France, 2012
- Total revenues from consumer automotive insurance, warranty, assistance and service contract markets in France, 2012 (data)
- Comparison of the provision of each type of automotive financial service by dealers and manufacturer brands in France, 2013
- Average number of tied and non-tied schemes organised by dealers for each type of automotive financial service in France, 2013
- Average number of tied and non-tied schemes organised by dealers for each type of automotive financial service in France, 2013 (data)
- % split between the different types of creditor insurance policy sold at the point of sale in France, 2013
- % split between the different types of motor insurance policy sold at the point of sale in France, 2013
- % availability of road assistance through factory warranties, extended warranties, motor insurance, prepaid service contracts and as a stand-alone product in France, 2013
- % of new and used car purchasers acquiring each type of automotive financial service at the point of sale in France, 2013
- Provision of finance and leasing by dealers in France, 2013: provision rate, product sources and provider share of non-tied partnerships
- Provision of finance and leasing by manufacturer brands in France, 2013: provision rate, operating models and weighted provider share of partnerships
- Implied market shares of new business for finance and leasing in France, 2013
- Provision of creditor insurance by manufacturer brands in France, 2013: provision rate, operating models and weighted provider share of partnerships
- Provision of motor insurance by dealers in France, 2013: provision rate, product sources and provider share of non-tied partnerships
- Provision of motor insurance by manufacturer brands in France, 2013: provision rate, operating models and weighted provider share of partnerships
- Provision of extended warranties by dealers in France, 2013: provision rate, product sources and provider share of non-tied partnerships
- Provision of extended warranties by manufacturer brands in France, 2013: provision rate, operating models and weighted provider share of partnerships
- Implied market shares of new business for extended warranties in France, 2013
- Provision of road assistance by dealers in France, 2013: provision rate, product sources and provider share of non-tied partnerships
- Provision of road assistance by manufacturer brands in France, 2013: provision rate, operating models and weighted provider share of partnerships
- Provision of GAP insurance by dealers in France, 2013: provision rate, product sources and provider share of non-tied partnerships
- Provision of GAP insurance by manufacturer brands in France, 2013: provision rate, operating models and weighted provider share of partnerships
- Provision of prepaid service contracts by dealers in France, 2013: provision rate, product sources and provider share of non-tied partnerships
- Provision of prepaid service contracts by manufacturer brands in France, 2013: provision rate, operating models and weighted provider share of partnerships
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