

PRESS RELEASE

Data concerns top of mind for drivers, reveals new LeasePlan Mobility Monitor

Amsterdam, 10 March 2020 – LeasePlan, together with leading global research firm Ipsos, today released the Car Data and Privacy edition of its annual Mobility Monitor.

The annual survey reveals that car data concerns are top of mind for drivers, with over half of respondents being worried about what data is being collected from their cars and by whom.

The key findings of the Car Data and Privacy edition of the Mobility Monitor are:

- Car data concerns are top of mind for many respondents, with a majority (53%) being worried about who owns the data collected from their vehicle. In addition, 52% are worried about personal data being left in cars after they are returned/sold, while 49% are worried about their data being shared with third parties
- A large majority of respondents are willing to share data (anonymously) if there is a benefit to their driving experience. This is especially true if sharing data would: reduce traffic congestion and journey time (70% of respondents willing to share), reduce fuel and maintenance costs (70%), reduce vehicle emissions (68%), or improve car performance (66%)
- Anonymity is a key requirement for drivers to share their data. In all of the above cases, almost half of respondents would only be willing to share car data if it was done anonymously

The Mobility Monitor is an international survey of over 4,000 drivers in 16 different countries into the big issues facing drivers and the automotive industry.

Tex Gunning, CEO of LeasePlan, said:

“Vehicle data offers a great opportunity to make driving safer and more sustainable – but that data needs to be collected with driver awareness and consent. The auto industry therefore needs to step up and make it much easier for drivers to understand what data is being collected and for what purpose. Drivers also need a simple opt-out solution – if they want to delete their personal data, they must be able to do that. In our view, we can only ensure everyone shares the benefits of the smart car revolution if we create a ‘neutral server’ for car data. This would aggregate car data anonymously, and give drivers much more control over what data is shared, preventing any one company from having a data monopoly.”

The Car Data & Privacy edition of this year’s Mobility Monitor can be downloaded here:

<https://www.leaseplan.com/corporate/news-and-media/newsroom>

ENDS

Notes to editors

- The LeasePlan Mobility Monitor is an annual survey of driver opinion regarding the most important subjects facing the industry, produced in partnership with leading research firm Ipsos
- The survey is conducted across **16 countries** internationally, including: Belgium, Denmark, France, Germany, Greece, Italy, Luxembourg, the Netherlands, Poland, Portugal, Romania, Spain, Sweden, Turkey, the United Kingdom and the United States
- In LeasePlan's view, the data of ever-smarter cars must not end up in a black box that is controlled solely by the vehicle manufacturer. Rather, the data should go to a 'neutral server'. These servers would then be operated and financed not by the manufacturers but by an independent party
- With a neutral server, individual data can be aggregated anonymously and can be used to improve the driving experience. Local authorities could, for example, use car data to find out how to tackle the congestion problem in their cities or how to make so-called 'black spots' safer. The condition is that the neutral server is independent, supervised and guarantees everyone's privacy
- LeasePlan first argued for a neutral server in an op-ed for *Het Financieele Dagblad*, which is available to read in English [here](#), or in Dutch [here](#)
- In 2019, LeasePlan released the EVs and Sustainability edition of its Mobility Monitor, which is available for download [here](#)

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About LeasePlan

LeasePlan is a leader in two large and growing markets: Car-as-a-Service for new cars, through its LeasePlan business, and the high-quality three-to-four year old used car market, through its CarNext.com business. LeasePlan's Car-as-a-Service business purchases, funds and manages new vehicles for its customers, providing a complete end-to-end service for a typical contract duration of three to four years. CarNext.com is a pan-European digital marketplace for high-quality used cars seamlessly delivering any car, anytime, anywhere and is supplied with vehicles from LeasePlan's own fleet as well as third-party partners. LeasePlan has more than 1.9 million vehicles under management in over 30 countries. With over 50 years' experience, LeasePlan's mission is to provide what's next in sustainable mobility so our customers can focus on what's next for them. Find out more at www.leaseplan.com/corporate.

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