

# Car and Van Hire - UK - December 2019

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## This report looks at the following areas:

- Converting non-users remains a major opportunity
- Young men are an important market for the industry
- Alternatives are disrupting and blurring the market for personal transport



“Short-term vehicle rental is a mature market and is facing increased pressure from new forms of access to personal transport. While hire companies are responding by adapting to these changed market conditions, our research suggests that focusing on key user groups is needed so as to maximise available opportunities.”

– Neil Mason, Category Director – Retail

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### ISSUES AND INSIGHTS

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- **The facts**
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- Intermediaries remain a key channel

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- Sixt mobility club pilot looks at multi-modal access to transport
- New entrant Virtuo enters market with mobile approach to rental
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- ...as are those in urban areas

### HOW HIRE WAS ARRANGED

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