Automotive Lender Market Survey

January 2025

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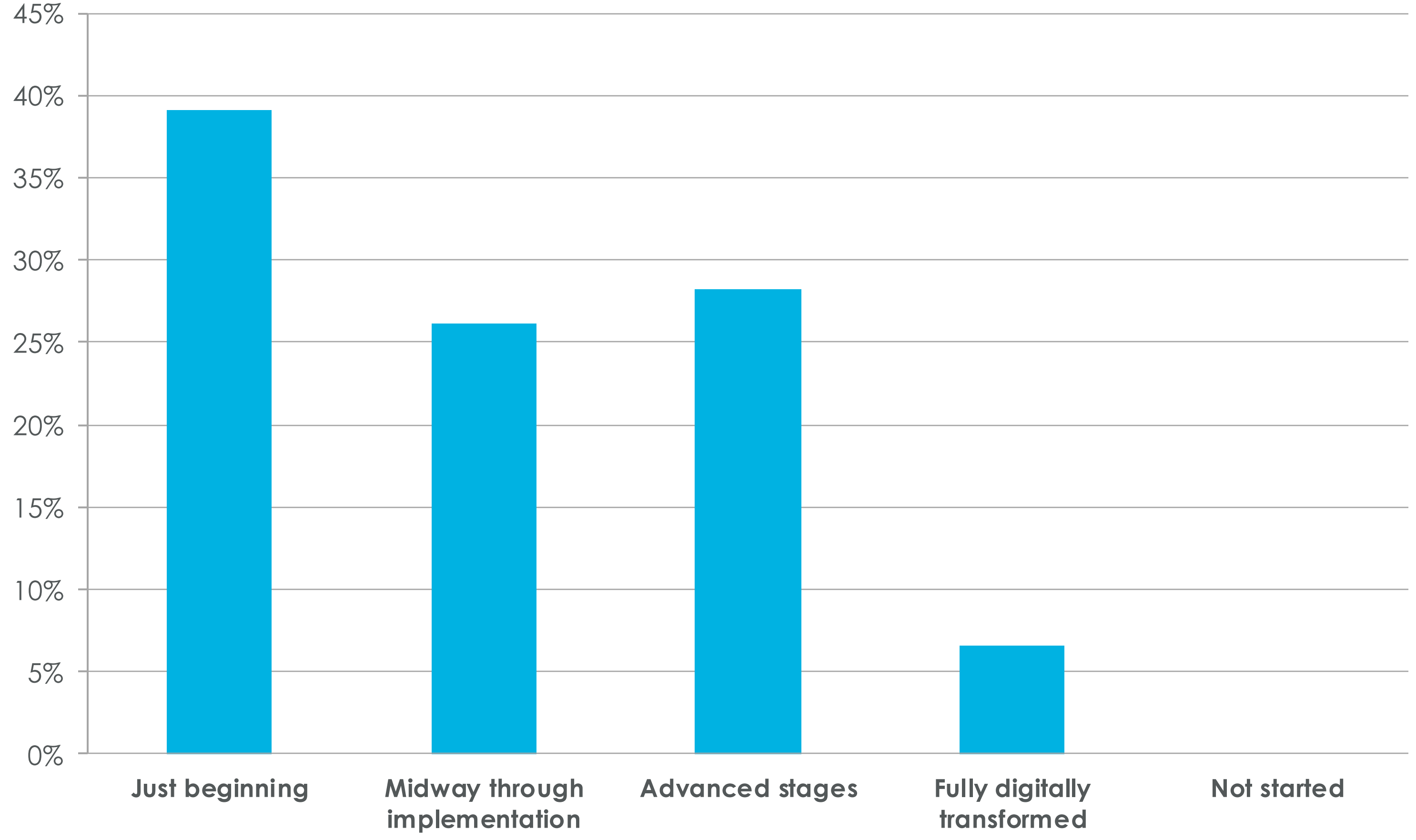
About this survey

In partnership with a leading North American finance news organization, we surveyed automotive leasing executives to understand their perspectives on digitization and the future of leasing.

Survey

At what stage would you say your organization is in its digital transformation journey?



- For as critical as digitization is, nearly 40% of the organizations are just starting to transform.

Only 6% said they are fully digitized.

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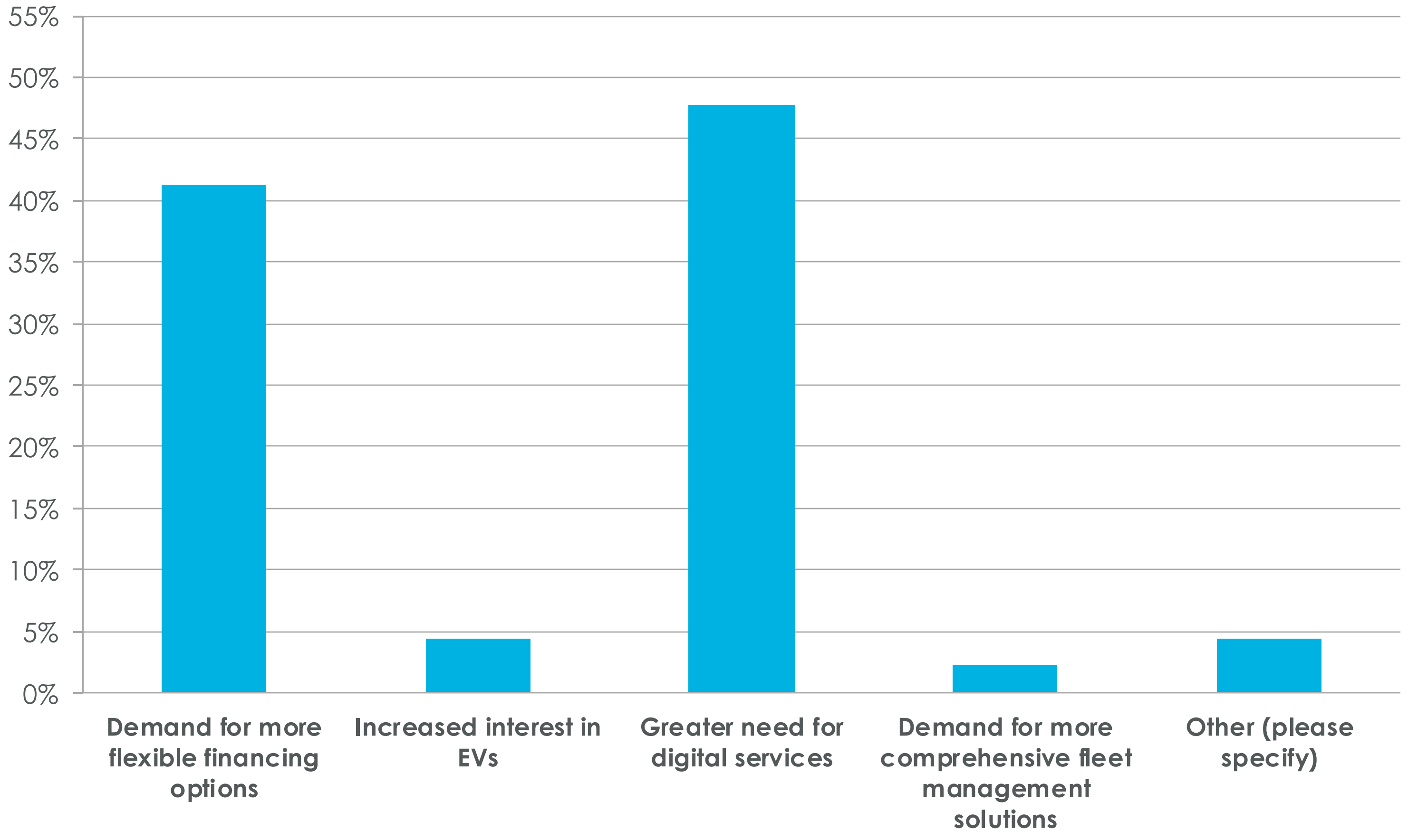
What is the most significant change you've observed in customer needs over the past 2 years?



- Customers are demanding more digitized account services.
- And more flexibility in financing options.

Both are benefits of digitization.

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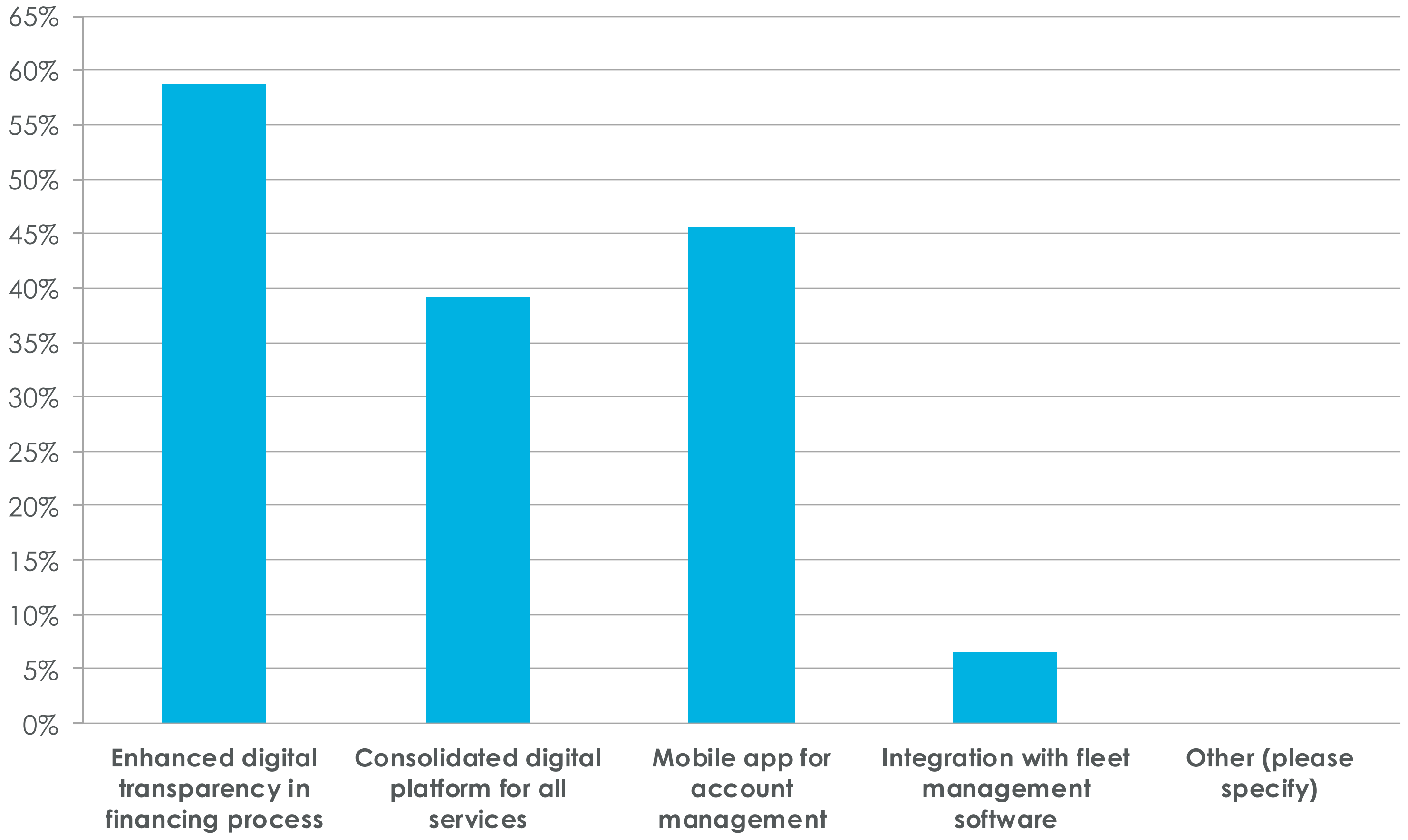
Which of the following digital features are customers most frequently requesting? (Select all that apply)



- Enhanced financing transparency is the number one consumer request.

Interestingly, digitization enables increased transparency.

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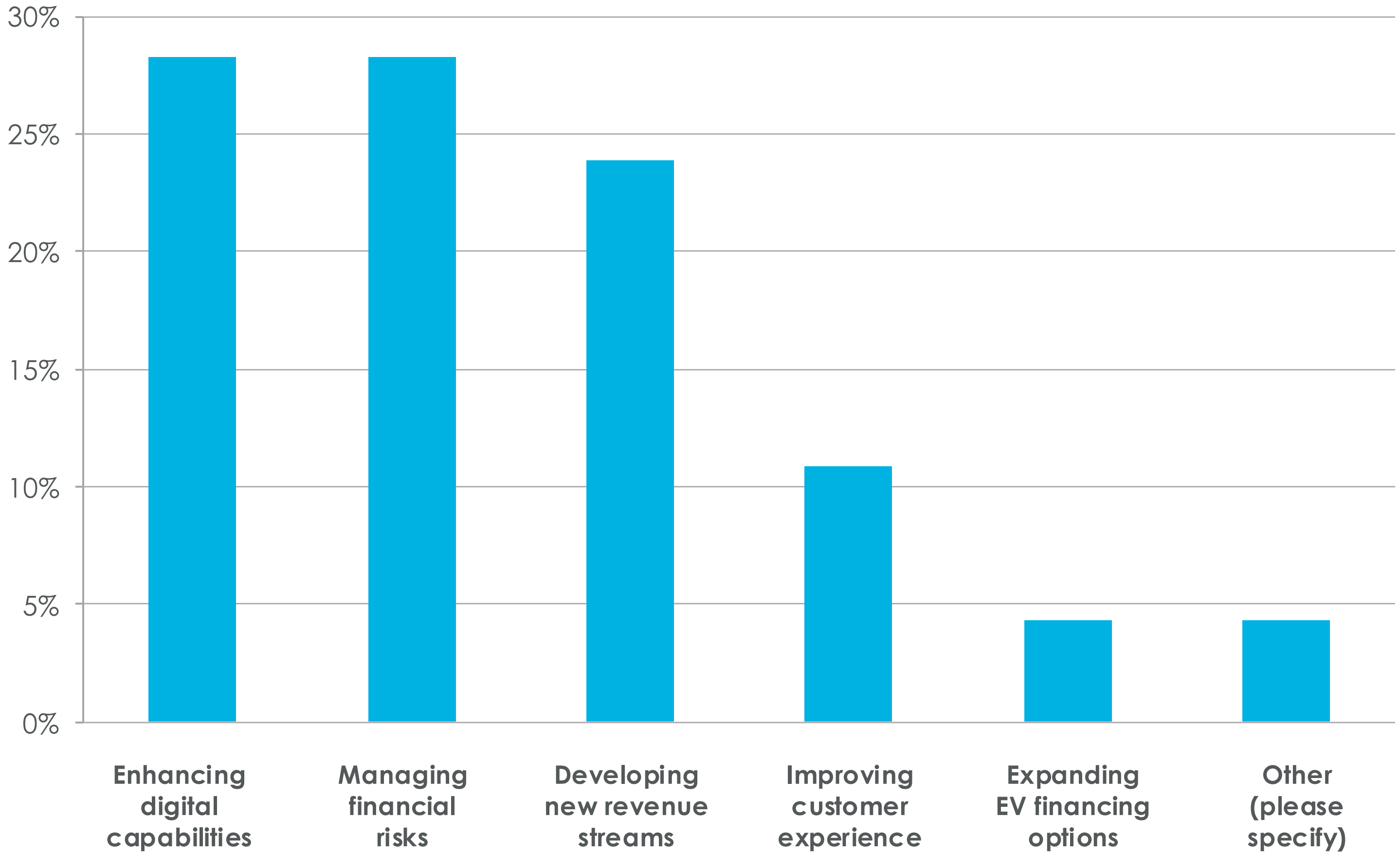
What is your organization's primary focus for improvement in the next 12 months?



- Digitization expansion and managing risks are tied as the top focus.

Digitization is an excellent way to mitigate risk.

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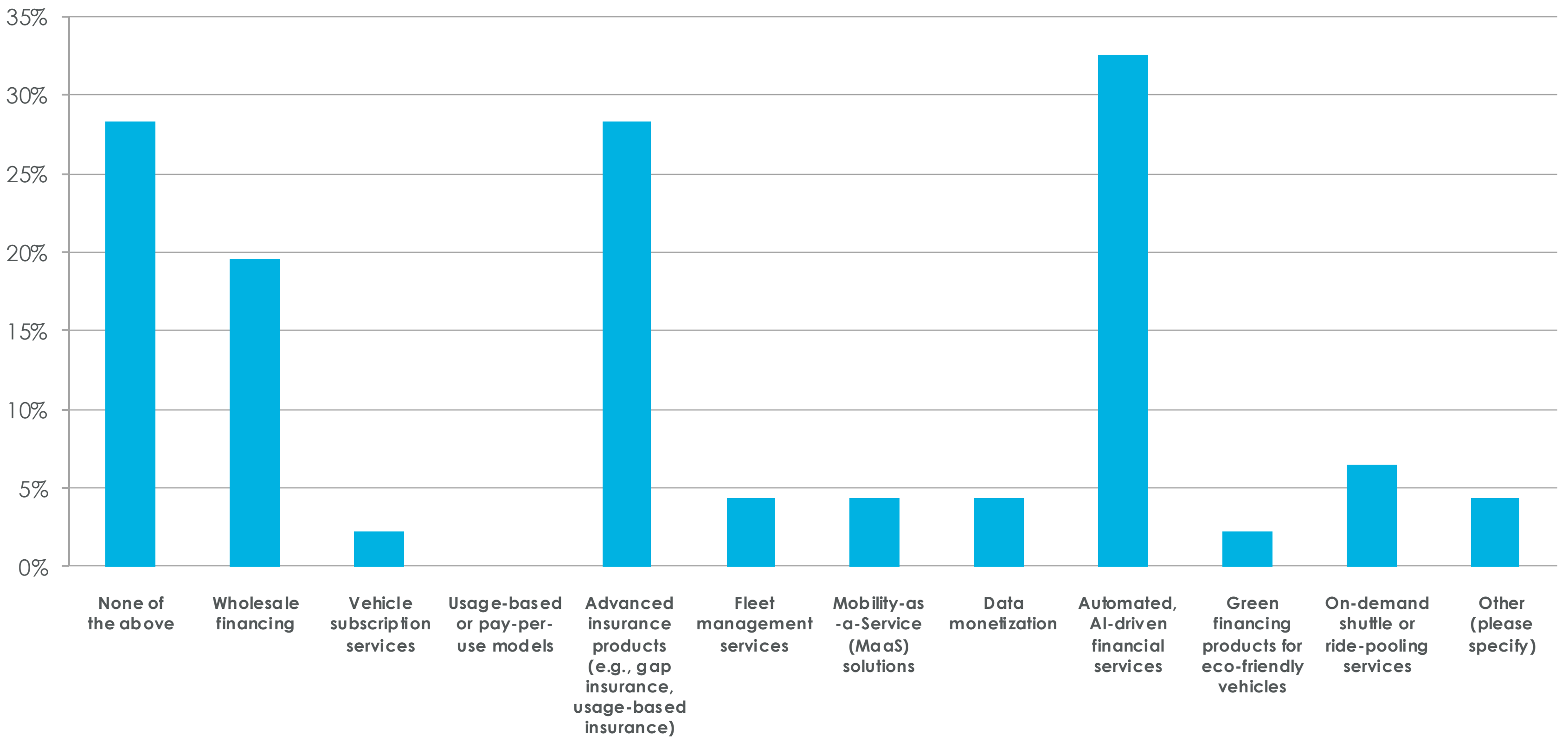
What new revenue streams or business models is your organization currently pursuing, planning to pursue, or has recently implemented? (Select all that apply)



- AI and automation lead the pack as the top priority.

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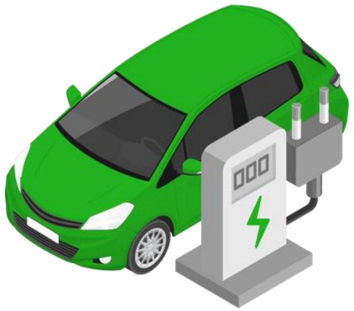
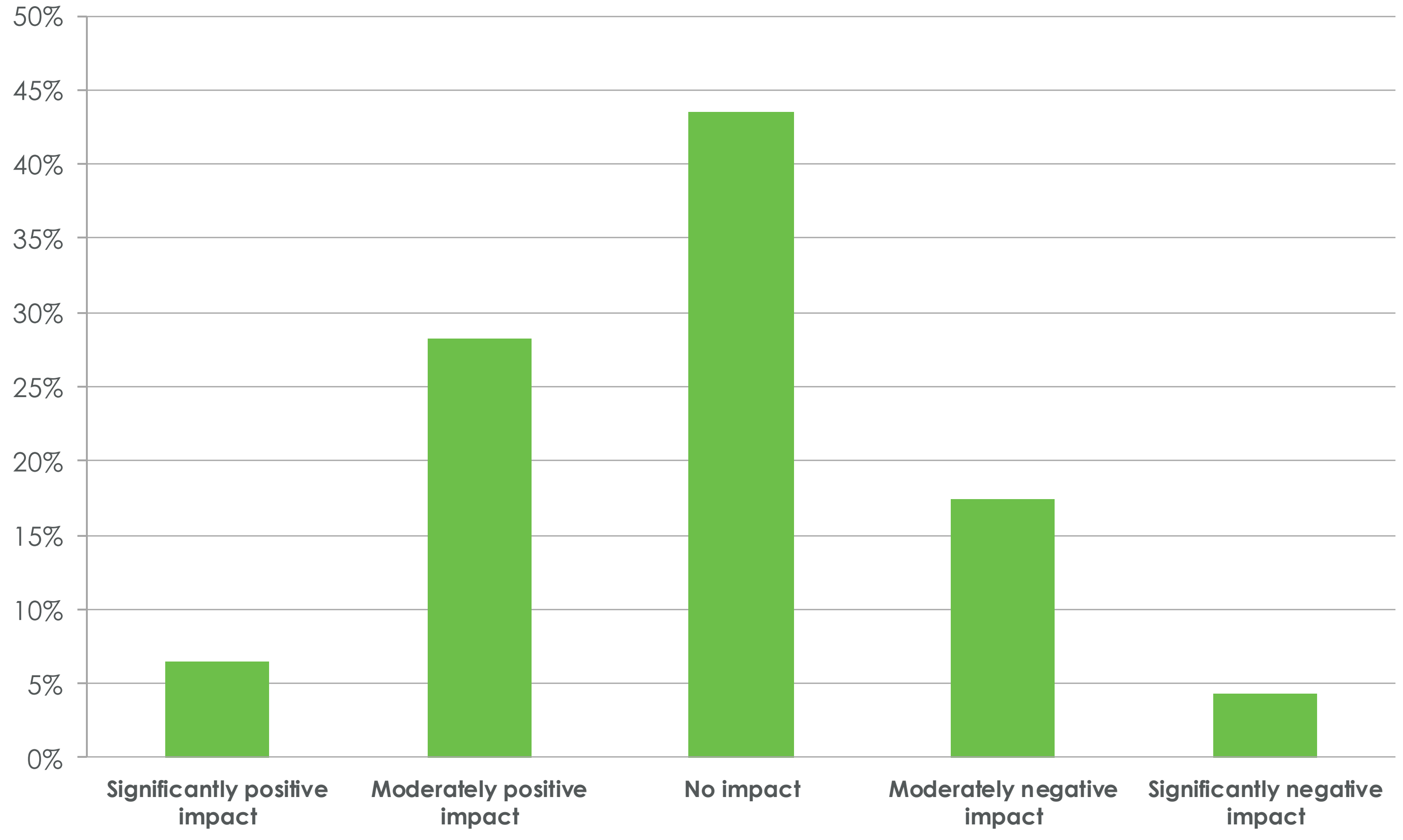


EV specific issues

How do you expect the shift towards EVs to impact your business in the next 5 years?



- Interestingly, residual value risk or battery health were not deemed to impact the business.

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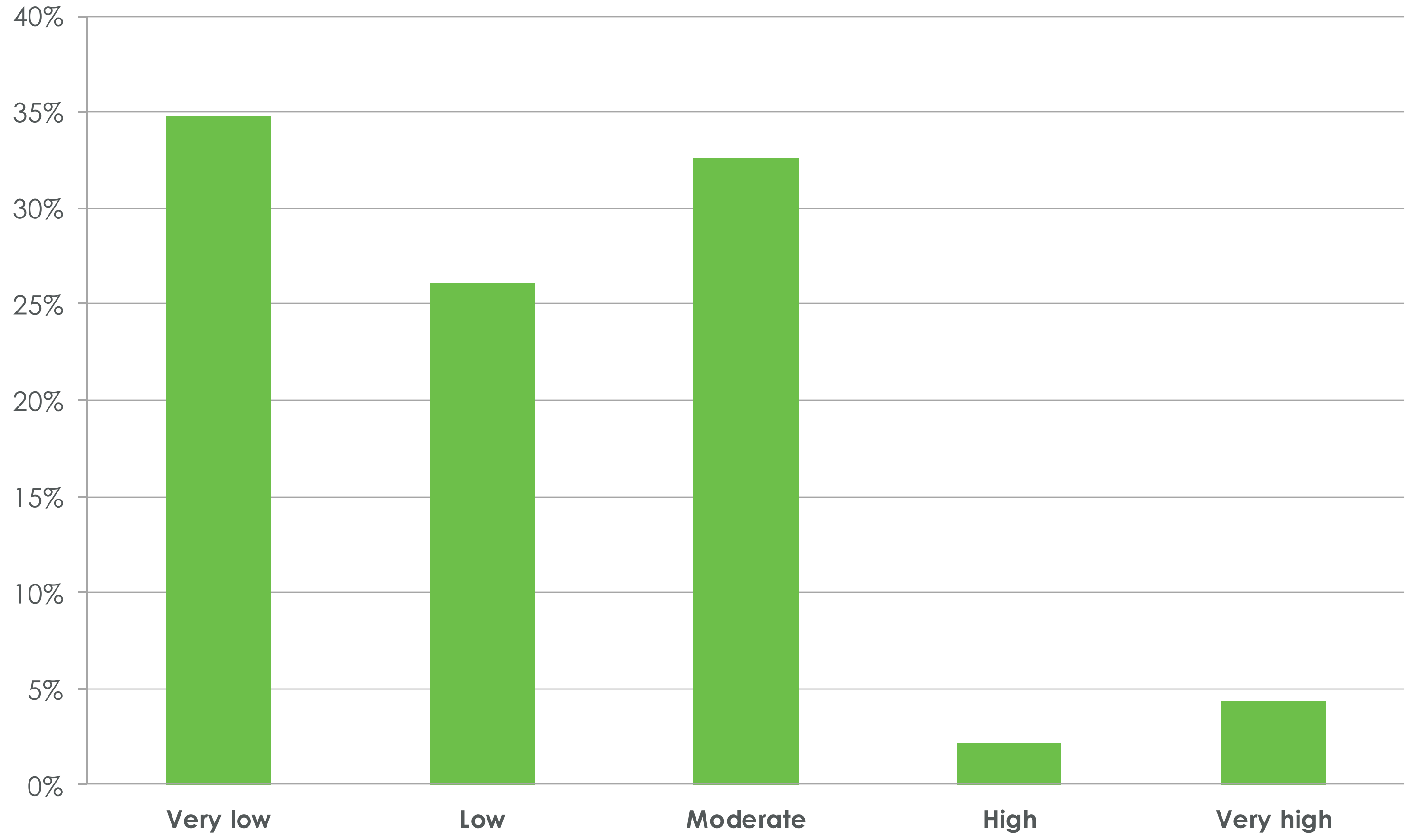
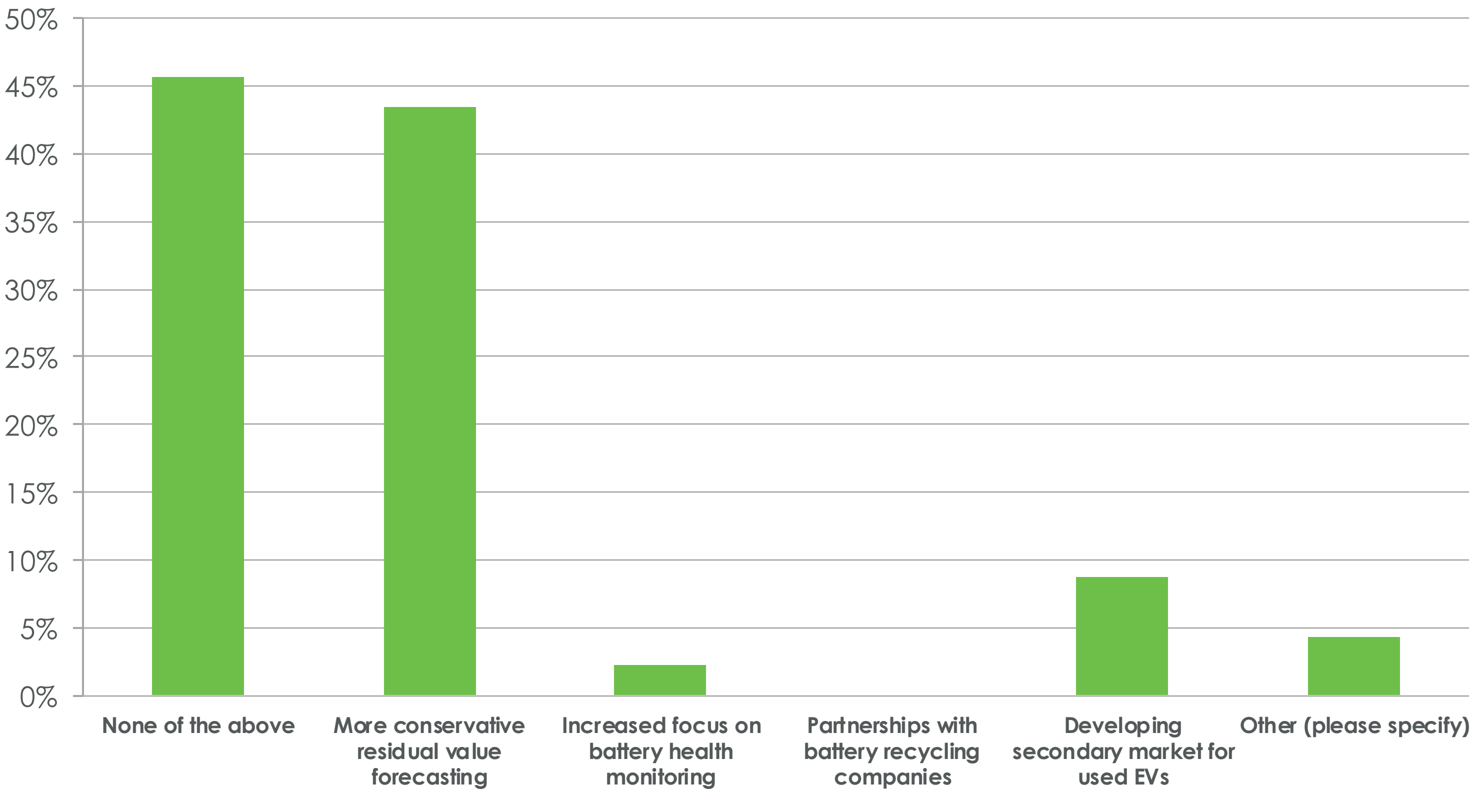
How would you rate your organization's current exposure to residual value risk for EVs?



- Apparently residual value issues are not a primary concern when directly asked about.

Which strategies is your organization employing to manage residual value risk for EVs?

(Select all that apply)



- It's easier to change the forecasting method than create a second life for EVs, so many companies are opting for that approach.

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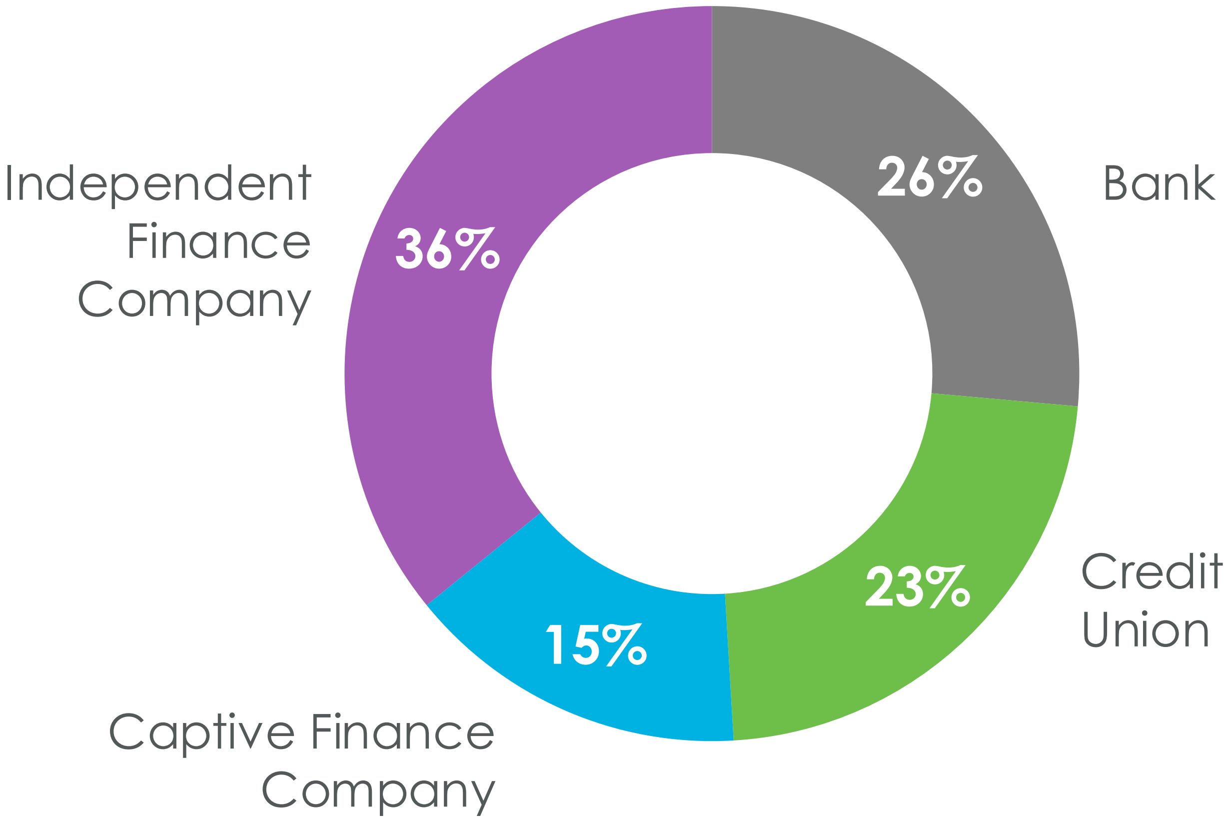
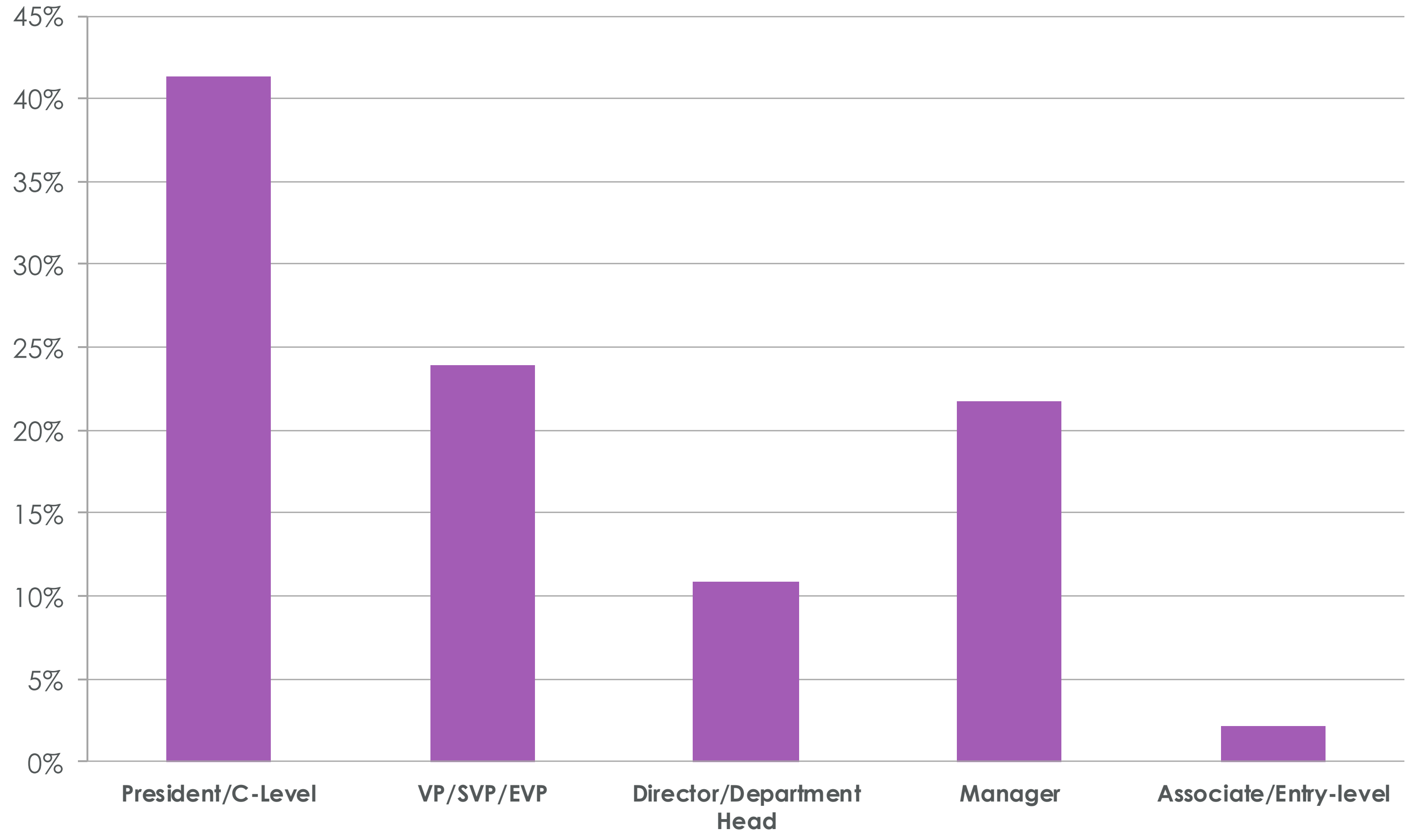
Survey Demographics

How would you categorize your organization?



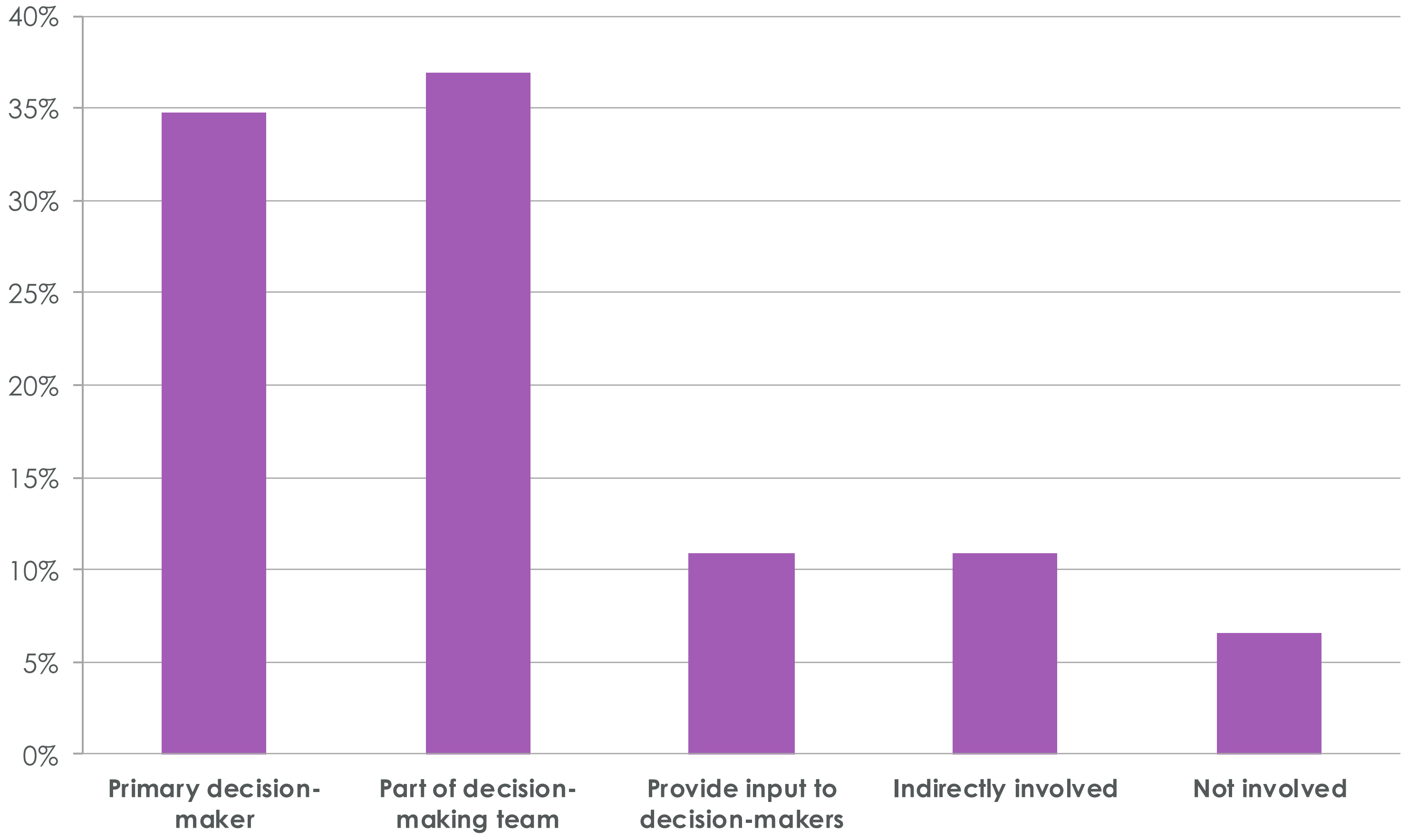
- We surveyed a cross section of vehicle finance institutions.

What is your seniority level?



- Executive level participation was critical to ensure the responses reflect how leaders in the company perceive change.

How involved are you in strategic decision-making processes related to the topics covered in this survey?



- We thank all those who participated in this survey.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For more information

We'd love to hear from you

[Contact Us]

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