

A man in a light blue button-down shirt and jeans is looking down at a clipboard he is holding. He is standing next to a dark blue car, with a red car visible in the background. The background is a bright, slightly overcast sky.

Holman
Driving What's Right

Holman

Asset Management

Don't just manage your fleet,
increase its value!

More value from your fleet – with the right strategy

The vehicle market is changing. Fluctuating used car prices, rising maintenance costs and long waiting times for new vehicles are redefining the rules of the game. What used to be a proven routine – sourcing, using and reselling vehicles – is now a balancing act between cost control, value retention and availability. Older models are losing appeal, while repairs are becoming more expensive. Selling too early or too late can result in significant losses.

For you as a fleet manager, this represents both a challenge and an opportunity. With a data-driven strategy, you can minimize risks, optimize costs and sustainably preserve the value of your fleet.

On the following pages, you will find insights into how you can transform your fleet into a real value proposition ensuring greater efficiency, safety and long-term viability.



This white paper shows you why now is the right time to question your fleet strategy and how Holman Asset Management supports you in leveraging the maximum value from your fleet. It illustrates how changing market conditions, rising costs and supply bottlenecks challenge traditional routines and what opportunities a data-driven strategy offers.



Sourcing, using and routinely reselling vehicles

However, while you stick to proven routines, the used car market fluctuates enormously and selling at the right time makes the difference between profit or loss. At the end of 2024, the price index for used light commercial vehicles in Germany still showed a negative trend. The reason for this was that manufacturers lowered new vehicle prices, stimulating demand and making older models significantly less attractive on the used market¹.

At the same time, you often wait months for new vehicles – while your fleet stagnates. Although delivery times have improved compared with 2023, bottlenecks still exist due to

global crises and ongoing supply chain problems. In the case of small vans, which are indispensable for many fleets, current delivery times are around 6 to 12 months, depending on the manufacturer and model².

As vehicles age, maintenance costs also increase noticeably. Repair prices have risen significantly and, according to DEKRA, labor rates in the bodywork sector have increased by more than 9% in recent months. This drives your operating costs up and underscores the importance of timely vehicle resale to preserve fleet value³.

¹) Autovista Group, „Price pressures continue to impact used LCVs in Europe“, 2024, <https://autovista24.autovistagroup.com/news/price-pressures-continue-to-impact-used-lcvs-europe/>

²) ADAC, „Lange Neuwagen-Lieferzeiten: Leasing als schnelle Alternative“, 2025, https://www.adac.de/fahrzeugwelt/magazin/finanzierung/lieferzeiten-neuwagen-leasing/?utm_source=chatgpt.com

³) Schaden.news, „Rekordwert: DEKRA Reparatur Stundensatz steigt um mehr als 9 Prozent“, 2025, <https://www.schaden.news/rekordwert-dekra-reparatur-stundensatz-steigt-um-mehr-als-9-prozent/>

Now is the right time to adopt a new strategy.

Choose ...

- ✓ **Maximum value retention**
– through targeted management of the holding period based on data-driven decisions that determine the optimal time to sell and secure the best resale value.
- ✓ **Secure & flexible vehicle availability**
– through early planning and a flexible sourcing strategy that reduces supply bottlenecks and avoids fleet downtime.
- ✓ **Significant cost & time savings**
– thanks to the support of experienced experts who take care of the administrative tasks and free up your time for your core business.
- ✓ **Optimized return & remarketing processes**
– thanks to clearly structured processes that simplify returns, reduce costs and ensure maximum residual values.

Your fleet, your value benefit. We are by your side.



Don't just manage your fleet, **increase its value!**

Get more out of your fleet – with a holistic approach that goes far beyond traditional usage concepts. Our service helps you to ensure the long-term value retention of your vehicles.



Completely transparent.

Data-based.

Flexible.

1. Personal dialog

In a personal dialog, we work with you to develop the next steps for your fleet. This allows us to identify potential at an early stage and respond in a targeted manner with a strategy that fits your goals.

2. Analysis and evaluation

Based on the dialog, your vehicle fleet is proactively analyzed and evaluated by us. We consider factors such as market trends, mileage and equipment. You will receive a precise evaluation of each vehicle, along with its concrete savings potential.

3. Customized guidance

You will receive customized guidance on the best possible reuse of your vehicles. We will show you when selling – and therefore replacing your vehicles – makes the most economic sense. Of course, the final decision is yours.

4. Return and remarketing

If needed, our remarketing experts actively guide you through the return process and support you with professional remarketing – ensuring maximum residual values and minimal effort.

5. New acquisition

We also support you during the subsequent new acquisition process. Together, we find the right solution to ensure your fleet remains efficient and fit for the future.

Case study: how a smart fleet strategy increases the residual value of your vehicles

What does sustainable value retention look like in everyday operations? Taking the example of a fictional customer, we show how a data-driven approach ensures vehicle availability, reduces costs and, at the same time, maximizes the resale value of your fleet.

The company behind the case study

A mid-sized service and maintenance company for refrigeration and air conditioning technology, focused on commercial clients, operates across Germany to support systems that must be available around the clock. A functioning fleet is therefore essential so that technicians can get to their assignments quickly and reliably.

The fleet in detail



Vehicle model:
Ford Transit



Usage profile:
Daily service calls in stop-and-go traffic with increased wear on brakes and clutch



Fleet size:
150 vans
(light commercial vehicles)



Special features:
Specially equipped van with refrigerated body for the safe transport of temperature-sensitive spare parts. The cargo area is fitted with custom shelving systems for tools and materials, enabling optimal organization and quick access during daily service operations. Ideal for use in refrigeration and air conditioning technology, particularly with frequent stops and in urban traffic.



Area of operation:
Germany, especially in urban centers with a large number of appointments



Annual mileage:
Approximately 30,000 km per vehicle



Leasing model:
Holman FlexLease (open-end leasing) – flexible use without fixed contract terms, 100% of resale proceeds returned to the customer

Current situation and challenges



Value losses due to unfavorable timing of vehicle resale

Vehicles were often resold too late, resulting in a significant drop in residual value and unnecessary financial losses.



High downtime due to unplanned repairs and inefficient returns

On average, vehicles were idle and therefore unavailable for around six days per year. This led to delayed service calls and avoidable revenue losses.



Lack of transparency regarding vehicle condition and resale timing

Decisions were based on manual reporting and experience. There was no real-time data, making informed and forward-looking planning difficult.



Large amount of time spent on manual management

The fleet manager spent about 20 hours each month collecting and reporting the data needed to continuously analyze and optimally manage his fleet – valuable resources that were missing elsewhere.

Approach and components of Holman Asset Management

To address these challenges, the customer relied on the expertise and services of Holman Asset Management:



Data-driven management of retention periods and resale timing

Holman analyzes vehicle age, mileage, special equipment and market trends to determine the optimal resale timing. This maximizes the resale value and avoids value losses.



Reduced fleet management workload

Holman handles many manual reporting and administration tasks, giving fleet managers more time for strategic tasks and their core business.



Early identification of vehicles with rising costs

Vehicles with higher repair costs or significant depreciation are identified in time and replaced at the right moment.



Optimized return and resale processes

Clear procedures and experienced Holman experts ensure smooth vehicle returns and a quick resale – delays and unnecessary costs are avoided.

Vehicle evaluation as the basis for decision-making

To provide a sound basis for determining optimal resale timing, Holman first evaluated each of the company's vehicles individually using clearly defined criteria.

Criteria	Vehicle data	Significance for Holman Asset Management
Vehicle model	Ford Transit	Vehicle type determines market value and resale potential
Age	48 months	Key factor in valuation and timing of sale
Mileage	120,000 km	Affects residual value and maintenance needs
Condition of body and paintwork	Small dents, moderate scratches	Impacts return value and sale proceeds
Avg. repair costs / year	€1,800	Early recommendation to sell if costs rise
Optional equipment	Refrigerated body & shelving systems	Increases vehicle value and usability
Market development	Stable	Basis for forecasting optimal timing of sale
Projected residual value	€16,850 (36% of MSRP*)	Decision-making basis for sale or continued use
Sale proceeds	39% above purchase price**	Experience in remarketing
Recommendation	● Red: short-term replacement recommended	Avoids high follow-up costs and depreciation

* MSRP (manufacturer's suggested retail price): A recommended price set by the manufacturer, which dealers are not obliged to use.

** Purchase price

Results after implementing Holman Asset Management

After just one year of collaboration, significant improvements are already evident: from cost structure and fleet availability to reduced administrative effort.

The main results at a glance:

Key metric	Before	After	Annual savings (150 vehicles)
Downtime	6 days per vehicle / year	4 days per vehicle / year	300 fewer downtime days ≈ €120,000
Time spent on reporting	20 hours / month	5 hours / month	180 hours saved
Repair costs for unprofitable vehicles	-	5 vehicles identified & replaced	≈ €7,500 lower maintenance costs
Sale proceeds	Industry average	+7% sale proceeds	≈ €21,000 additional revenue
Total benefit			180 hours saved €148,500 added value

Holman Asset Management: Sustainable value retention for the entire fleet

By implementing Holman Asset Management, the customer benefited from measurable advantages: lower costs, higher vehicle availability and a noticeable reduction in fleet management workload.



Strategic residual value optimization

Together with Holman, the customer was able to manage the timing of vehicle sales on the basis of data to maximize resale value and avoid depreciation. This resulted in 7% higher proceeds from used vehicles, equivalent to approximately €21,000 in additional revenue each year.



Significant cost reduction

In collaboration with Holman, vehicles with rising repair costs were identified early and replaced in a timely manner. This saved about €7,500 in annual maintenance costs for unprofitable vehicles. Additionally, vehicle downtime was reduced from 6 to 4 days per vehicle, resulting in 300 fewer days of downtime for the entire fleet of 150 vehicles and annual savings of €120,000.



Increased vehicle availability

Early planning and flexible procurement strategies minimized supply bottlenecks. More vehicles were available, contributing to improved service quality.



Transparency and better planning

Holman's data-driven analyses provided the customer with clear insights into the condition of vehicles and market trends, making replacement cycles and investments more predictable.



Reduced workload

The time spent on reporting was cut from 20 to 5 hours each month, corresponding to an annual reduction of 180 hours. This freed up valuable capacity for the fleet manager to focus on strategic tasks.

These measures resulted in annual savings and additional revenue of approximately **€148,500** for the customer, as well as an annual reduction of 180 hours in administrative effort due to automated reporting. At the same time, service quality improved thanks to higher vehicle availability and more

precise investment planning. Following the successful remarketing of the replaced vehicles, the customer is now planning the procurement of the next fleet together with Holman, ensuring its optimal position in the long term and sustainable value retention.

Holman – Driving What's Right For 100 Years

There have never been more ways to manage fleets – yet only a fraction of the available potential is actually used. Holman helps you unlock that full potential. As an independent specialist in **fleet management, leasing and remarketing**, we tailor solutions to fit your specific needs.

For over 100 years, we have been a family-owned business in the automotive industry. With more than 10,000 employees worldwide and over 2 million vehicles under management, we rely on our experience, commitment and strong partnerships. In Germany, we are your **expert for commercial fleets**, with two locations in Stuttgart and Eschborn and over 300 employees.

Increase fleet value – schedule your appointment with Holman now!

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