



Context & Requirements

- **Context:** Europcar needs to strengthen its position in the Belgian B2B market and starts a rebranding of e-cars to fleet managers
- **Questions:** What mobility (rental) solutions in the Belgian B2B market focus on electric mobility?
- **Objectives:** Obtain an accurate view of the B2B market: its players, offers, and companies' expectations



Solutions

- Analyze brand positioning and awareness among fleet managers
- Measure and prioritize services to differentiate from competitors
- Identify the main habits and preferences expressed by decision-makers
- Measure ideal pricing using the Van Westendorp method



Results

- Measurement of brand performance and image among B2B fleet managers
- Assessment of business needs, expected services, and ideal pricing for an electric vehicle
- Definition of the ideal B2B car rental scenario and Europcar's competitive positioning