





### firmenauto - Your magazine for fleet and mobility

The focus of **firmenauto** is on vehicles used for business vehicles and the mobility of employees within a within a company. The trade magazine deals with topics relating to company vehicles, fleet management and company employee mobility.

The vehicle section offers new launches and in-depth driving reports. The spectrum of topics covered by the management articles ranges from legal and tax aspects aspects, data protection, best practice, news from the the industry through to claims management.

Another focus is on topics relating to electromobility. These include vehicle innovations, driving tests, ranges and charging infrastructure. The magazine also reports in detail on the **firmenauto test drive**, which is organised under the motto electromobility.

**firmenauto** is therefore the ideal management tool for decision-makers in the fleet and mobility sector, providing practical information and sound recommendations.



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### 1 Characteristics and target group:

Cost optimisation, constantly new vehicle technology and constantly changing framework conditions make the selection of the right **firmenauto** and the management of the fleet is becoming increasingly complex. With practical articles, tests and guidebook stories, **firmenauto** helps you to manage your fleet in a cost-optimised way. The journalistic offering is supplemented by the „Firmenauto des Jahres“ training to become a „certified fleet manager (by **firmenauto** and the DEKRA Akademie), workshops and the website [www.firmenauto.de](http://www.firmenauto.de).

2 **Publication:** 2 editions per year

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2,000 copies direct sales to fleet manager distributors, VIP and display events

**Digital Edition**

22,000 copies as digital edition



- 1 **Circulation:** print run: 17,000, 15,000 as a supplement in trans aktuell, 2,000 as a direct mailing and further copies as a digital edition.
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### Issue 1/2024

#### Focus topics:

- E-mobility
- Financing and leasing

#### Further topics:

##### In (electric) mobility:

- Total cost of mobility
- Operational mobility
- Best practice
- Charging infrastructure

##### Fleet management:

- Further training
- TCO
- Remarketing
- Claims management

##### Big Data:

- Telematics and driving behaviour
- Cyber security
- Digitalisation/AI in the fleet

##### Vehicles:

- Driving reports
- New launches

### Issue 2/2024

#### Focus topics:

- New vehicles 2025
- Claims settlement

##### Law & tax:

- Company car tax
- Owner liability/driver's licence check
- Judgements
- Guide

##### Industry news:

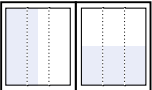
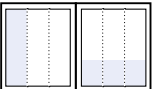

- Market analyses
- Top Ten Ranking
- firmenauto test drive
- Personalities
- Interviews

##### Commercial vehicles/transporters:

- Driving reports
- New launches





Formats			Width x Height		4c/bw
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