

firmenauto

The Magazine for
Mobility & Management



ETMverlag

Media Information 2025



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 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.

2 Publication: 4 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



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- 2 **Magazine size:** 215 x 280 mm, type area 183 x 248 mm, 3 columns, width of column 58 mm
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Issue 1/2025

Focus topics:

- E-mobility & charging infrastructure for fleets
- Cost efficiency in fleet management

Further topics:

In (electric) mobility:

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

Fleet management:

- Further training
- TCO
- Remarketing

Big Data:

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

Vehicles:

- Driving reports
- New launches

Issue 2/2025

Focus topics:

- Sustainability and CO₂ reduction in corporate mobility
- Digitalization in the fleet: telematics & fleet management software

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

Issue 3/2025

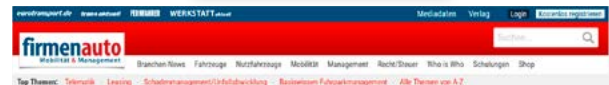
Focus topics:

- Flexible mobility solutions: Car sharing and MaaS
- Insurance and risk management in the vehicle fleet

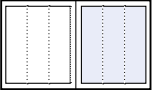
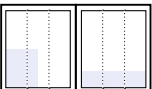

Issue 4/2025

Focus topics:

- New vehicles 2026
- Claims management





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