



Is

a green leader?



Main markets are Netherlands, Germany, Belgium, France, and Italy.



Multi-brand leasing company fully owned by Mercedes-Benz Group AG.










What they say

“Our goal is to be an inspiring frontrunner in sustainable mobility and take action on the climate crisis.”

“Pioneer in E-Mobility: Athlon is the expert in environmentally friendly transport. We have been building up experience and expertise with electric vehicles since introducing them to the leasing market in 2008.”

“Athlon actively contributes to the EU goals by accelerating the transition to a flexible, electric and safe fleet.”




What they do

 Good data disclosure?	Athlon publishes its uptake of EV types in its fleet, but refuses to share data for new registrations and for the EU market.
 End to fossil fuel cars?	Athlon has no phase-out date for polluting cars.
 BEV ambition?	Athlon’s target of 50% EV uptake in their fleet by 2025 has no BEV sub-target and no target for new registrations.
 Higher BEV uptake?	Athlon reports a BEV uptake of 9.2% in 2022 across its European fleet, which is higher than the European market (8.7%) based on a three-four year turnover. However data on new registrations reveals that Athlon has lower BEV uptake than the market in France (7.7% vs 15.0%) and Italy (2.8% vs 3.8%).
 Lower PHEV share of EVs?	Athlon reports a PHEV share of EVs of 50% in 2022 across its European fleet, which is higher than the European market (43%) based on a three-four year turnover. This is confirmed in the H1 2023 registrations in France (72% vs 36%) but not Italy (52% vs 55%).
 Lower CO₂ emissions?	Athlon has higher CO₂ emissions than the market when PHEV are accounted for in France (132 vs 118g CO ₂ /km) and Italy (154 vs 143g CO ₂ /km). This same finding holds for ICE cars in France (131 vs 129g CO ₂ /km) and Italy (135 vs 130g CO ₂ /km).
 Lower share of large cars?	Athlon has a higher share of large segments than the market in France (20% vs 13%) and Italy (34% vs 11%). Athlon also has the lowest share of small cars of all major leasing companies in both countries.

Conclusion

Athlon is not a green leader. Despite calling itself a pioneer, the company has now settled. The company has not set any target for the transition to zero-emission mobility and is lagging behind the market in the uptake of zero-emission vehicles. Moreover, the company leases cars with higher CO₂ emissions than the market when plug-in hybrids are accounted for.

What they should do

-  **Target** a 2028 phase-out date for polluting vehicles and intermediate BEV targets.
-  **Disclose** the number of BEVs, PHEVs, and the average CO₂ emissions in their new registrations.
-  **Improve** their performance by leading the market in the uptake of efficient and zero-emission vehicles.