



Kfz-Finanzierung: Autobanken legen Vorwärtsgang ein! (German Edition)

By T. Trares



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In der Kfz-Finanzierung haben die herstellerverbundenen Autobanken im vergangenen Jahr ihren Marktanteil ausgebaut. Erfolgreich sind vor allem die Paketlösungen, die dem Autokäufer alle Leistungen rund um das Auto aus einer Hand bieten. Dagegen haben die Sparkassen in der Kfz-Finanzierung an Boden verloren und setzen nun auf die Deutsche Leasing als "Autobank der Sparkassen". Größter herstellerunabhängiger Kfz-Finanzierer ist hierzulande die Santander Bank, die gut 80 Prozent ihres Umsatzes in der Fahrzeugsparte erzielt. Größter herstellerverbundener Finanzdienstleister in Europa ist die Volkswagen Financial Services (VWFS) mit einer Bilanzsumme von über 52 Milliarden Euro.

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Kfz-Finanzierung: Autobanken legen Vorwärtsgang ein! (German Edition) By T. Trares Bibliography

- Published on: 2008-05-28
- Released on: 2008-05-28
- Format: Kindle eBook

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