

Leasys continues with its internationalization process
After Spain and France, the long-term rental and mobility company of FCA Bank now arrives in Germany and Great Britain.

- **Two very competitive markets, where flexible and innovative services are going to be a winning card**

Turin (Italy), 3 August 2017 – Leasys SpA, the long-term rental and mobility company of FCA Bank, strengthens its European expansion by speaking English and German. **In fact, after the entry of Spain and France, as of today, Leasys comes to Germany where a new branch of the Italian Holding has been opened, while in the United Kingdom Leasys has taken over the rental business of FCA Fleet Services UK, a fast growing company in these last years.**

FCA Bank Group has made internationalization a key part of its diversification and growth strategy. The company aims to increase its market share by featuring the new line of FCA vehicles, like the new Alfa Romeo Stelvio and Giulia, Fiat Tipo and Jeep Compass. This operation, by the end of the year, will see Leasys offering its services in seven European countries in which the banking Group is already active, opening new offices, as with Germany and Spain, or assuming control of already existing companies, as in the case of the United Kingdom and France.

They are very competitive markets, where Leasys can make its mark thanks to the flexibility of its mobility solutions and the innovation of its services.

UK is actually the European “cradle” of the long-term vehicle rental business; it is a mature market, where clients – both private and business – have since many years developed a strong tendency towards the concept of use versus own, with an eye toward integrated mobility. On the other hand, in Germany, ecological sustainability is a key issue and long-term rental business is growing along with other forms of mobility, like fleet management and operative leasing.

Two very different challenges which Leasys meets with many years of experience at the top of the Italian market in terms of number of vehicles put into service. Last year it achieved an all-time record with more than 54,000 rental contracts signed; this milestone was reached thanks to its innovative services based on digital technology, a strategic asset in business development that Leasys keeps supporting with significant investments.

But it is mostly due to the flexibility of the solutions offered that has Leasys confident of conquering, on one hand, the client who is already familiar with the rental concept and, on the other hand, that client who is yet to appreciate the convenience of long-term renting.

To guide Leasys in its London office, Roberto Bellavia was called to work under the direction of Alex Hughes, manager of the FCA Bank Group UK organization. Bellavia is supported by

the team that led FCA Fleet Services UK to enter the top half of the FN50 ranking, the prestigious rating published annually by Fleet News.

In Frankfurt, Michael Briante will lead the company under the coordination of Daniel Mundzeck, manager of FCA Bank Deutschland; Leasys Deutschland will offer a complete range of products, from Fleet Management to Long-Term Rental to Full Service Leasing, in close synergy with the other companies within the Group.

With the expansion into the key markets, Leasys will be increasingly competitive and better able to meet the needs of its international customers.

Leasys

A key player in Italy in the market for long-term rental and automotive services, Leasys SpA is a wholly-owned company of the FCA Bank Group, a joint venture between Fiat Chrysler Automobiles and Crédit Agricole. Started in September 2001, Leasys currently manages a fleet of over 100,000 vehicles (cars and commercial vehicles featuring all makes, including many FCA brands) which targets large companies, small and medium businesses, public administration, professionals and private individuals. Through Clickar, Leasys is also among the top Italian companies in the used corporate auto sales market. www.leasys.com - www.clickar.biz

FCA Bank

FCA Bank is a financial institution engaging mainly in car financing, with the objective of meeting all mobility requirements. It is an equally-held joint venture of FCA Italy, a company of global car manufacturer Fiat Chrysler Automobiles, and Crédit Agricole Consumer Finance, a leader in consumer credit. The company provides financial products to support the sales of prestigious car brands in Europe. Loan and leasing financing products provided by FCA Bank are specifically designed for the sale networks, for private customers and corporate fleets. FCA Bank SpA has a presence in 17 European countries and in Morocco, directly or through subsidiaries. At 30 June 2017, FCA Bank had a credit portfolio of €22.7 billion.

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