

## LA MOBILITÉ QUI CHANGE: FCA BANK AND LEASYS INAUGURATE THE FIRST LEASYS MOBILITY STORE IN FRANCE

- Unveiled in Lyon the Leasys Mobility Store, the first physical retail outlet in France where customers can find such innovative Leasys products as short/medium/long-term rental, peer-to-peer car sharing, car subscription and electric mobility.
- The all-digital event was hosted by Giacomo Carelli, Juan Manuel Pino (FCA Bank) and Denis Vitellaro (Leasys Rent France), with the participation of David Marchal, a French actor and comedian.
- Services available at the Leasys Mobility Stores include also CarCloud and My Dream Garage.
- By 2022 there will be 1,500 Leasys Mobility Stores in Europe, with a fleet of over 450,000 vehicles, of which 40,000 in France.

*Turin-Lyon, 4 November 2020*

**Leasys** continues its internationalization process, driven by the mobility of the future. The Company, an **FCA Bank** subsidiary and already market leader in Italy, opened in Lyon its first French Leasys Mobility Store, a physical outlet where customers can access such innovative products as short/medium/long-term rental, peer-to-peer car sharing, car subscription and electric mobility.

The presentation of the Leasys Mobility Store took place in an all-digital event that brought together virtually Italy and France, connecting the Turin-Caselle Store, the first to be completely electrified, with the Store in Lyon. The inauguration and launch was hosted, from Italy, by **Giacomo Carelli**, CEO of FCA Bank and Chairman of Leasys, and **Juan Manuel Pino**, Head of Sales & Marketing of FCA Bank, and, from France, by **Denis Vitellaro**, Country Manager of Leasys Rent France, and French actor and comedian **David Marchal**.

The Mobility Stores are physical outlets where customers can discover, with support from specialized consultants, all of Leasys's "from one hour to a lifetime" mobility solutions and recharge their electric vehicles. In Italy, there are already over 400 Mobility Stores in the main cities, airports, ports and train stations, for a total of 1,200 new EV charging stations.

The opening of the Leasys Mobility Store in Lyon, which will soon be followed by over 50 new locations in many other cities – including Paris, Nantes and Montpellier – is a new, important milestone for Leasys France, which commenced operations in 2017 with the launch of **Be Free Pro**, the best-selling long-term rental solution for private individuals. Then, in March 2020, Leasys France consolidated its positioning in the country, ranking among the top ten car rental providers, with the acquisition of the **AIXIA Group**, one of the most dynamic short-term rental companies.

True to Leasys's mobility pioneer nature, the Stores have been designed with technological innovation in mind, with interactive digital solutions and multimedia totems that help customers to learn more about the mobility products offered by Leasys. Chief among these are **Leasys CarCloud**, the innovative car subscription service, inspired by the subscription economy trend, and **My Dream Garage**, which enables access to a virtual garage with 13 models of the FCA Group with the purchase or rental of an electric Nuova Fiat 500. In addition, there is **Leasys U Go**, the first free-of-charge car sharing platform for private individuals developed by a rental company, and **Leasys I-Link**, the rental formula that enables renters to create their own community, with which to share the use of the vehicle and the monthly rental payment.

**By the end of 2022, there will be 1,500 Stores** operational in the main five European markets (Italy, France, United Kingdom, Spain and Germany), for a **total fleet of over 450,000 vehicles**, of which 40,000 in France. Moreover, Leasys, which engages in 8 European countries, aims to expand its footprint to five more by 2021.

*"We are proud of the opening of our first Leasys Mobility Store in Lyon. This was a key step in our expansion strategy in France, which will enhance even more our leadership in 360-degree mobility in Europe" said **Giacomo Carelli, CEO of FCA Bank and Chairman of Leasys**. "The consolidation of Leasys's physical presence in France will allow us to play an even more significant role as an integrated operator in global mobility, particularly hybrid and electric, thanks to FCA's new products, enlarging our fleet and innovative services for customers".*

Through its Leasys subsidiary, **FCA Bank** provides rental and mobility services, with innovative solutions ranging from short/medium/long-term rental to fleet management to electric mobility, where the vehicle is at the heart of a service system integrated with leading-edge digital technologies. FCA Bank is a 50:50 joint venture between **Fiat Chrysler Automobile and Crédit Agricole Consumer Finance**, a company of the Crédit Agricole Group engaged in consumer credit. It is a digital bank, a mobility provider and is one of the most innovative Groups in the automotive sector, committed to creating a strong and transparent relationship with customers. At 31 December 2019, the Bank had consolidated total assets of over €30 billion, with operations in 18 countries unfolding along 3 lines of business (Banking, Insurance and Mobility), thanks to a full range of financial and mobility products capable of meeting a customer's every need. It serves 19 automotive brands, starting from all of the FCA Group, as well as such companies as Ferrari, Jaguar, Land Rover, Aston Martin, Lotus and Harley Davidson.

#### **Leasys**

*Established in September 2001, Leasys SpA is a wholly owned subsidiary of the FCA Bank Group, a 50:50 joint venture between FCA Italy SpA and Crédit Agricole Consumer Finance. Leasys offers a complete and innovative system of mobility services to individuals, professionals and businesses of all sizes: from short, medium and long-term rentals to peer-to-peer car sharing via the U Go platform and I-Link. Leasys CarCloud, the first Italian car subscription service, was launched in October 2019. With Clickar, a house brand, Leasys is also one of the leading Italian online and offline retailers of pre-owned company cars to individuals, professionals and companies. Headquartered in Italy, Leasys began a process of internationalisation in 2017 by opening multiple offices throughout Europe: today the company operates in Spain, France, the United Kingdom, Germany, Belgium, the Netherlands and Poland, managing a fleet of over 350,000 vehicles. Launched in June 2019, the Leasys Mobility Stores already have a grassroots physical presence across Italy. Now also available in France, the stores offer customers access to all the mobility*

services provided by Leasys. With the recent launch of the first totally electrified Mobility Store in Torino Caselle airport, Leasys is on track to become a key operator also for sustainable mobility. In fact, thanks to the installation of over 1,200 charging stations in all the stores by the end of 2020, Leasys will have Italy's largest electrified network. In 2021, the electrification project will continue also in the European countries in which Leasys operates.

For more information: [www.leasys.com](http://www.leasys.com)

**FCA Bank**

FCA Bank S.p.A. is a bank engaging mainly in car finance, with the aim to meet all mobility requirements. It is an equally-held joint venture between FCA Italy S.p.A., a company of the global automotive company Fiat Chrysler Automobiles N.V., and Crédit Agricole Consumer Finance, a leading consumer credit company of the Crédit Agricole group. FCA Bank S.p.A. provides financing products to drive the sales of prestigious car brands in Italy and in Europe. The loan, lease, rental and mobility financing programs provided by FCA Bank S.p.A. are specifically designed for sale networks, private customers and corporate fleets. FCA Bank S.p.A. is operational in 17 European countries and in Morocco, directly or through branches. At 30 June 2020, FCA Bank had total assets of approximately 30 billion.

For more information: [www.fcabankgroup.com](http://www.fcabankgroup.com)

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