

## FCA Bank and Sofinco extend to four more countries the partnership with Groupe Pilote, one of the leaders in the motorhome sector

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**FCA Bank** and **Crédit Agricole Consumer Finance** – via its commercial brand **Sofinco** - strengthen and extend their role as leading mobility-supporting companies, particularly in the leisure vehicle sector. The **pan-European partnership with the French Groupe Pilote**, founded in 1962 and today one of Europe's largest manufacturers of motorhomes, has been broadened to four more countries: **Austria, Belgium, the Netherlands and Poland**. In the coming months the agreement, already active in France, Italy, Germany, the United Kingdom, Sweden and Finland, will take effect in other markets.

Through this partnership, **Pilote's dealer network and end customers** will be able to rely on the innovative and flexible **financial services** provided in the various countries of Europe by FCA Bank, and in France by Sofinco, a Crédit Agricole Consumer Finance brand specializing in consumer credit. The agreement covers all the brands of the French group, renowned for manufacturing motorhomes with high levels of technological innovation and quality: **Pilote, Frankia, Bavaria, Mooveo, Hanroad, Yucon, Joa Camp and Le Voyageur**.

The expansion of this long-standing partnership, started in 2009 in France by Sofinco (under the Viaxel brand, then the launch of the specific brand GP Finance) and extended to FCA Bank in 2021, represents an important recognition for the two financial partners by Pilote, as attested by their participation in the Group's recent **Convention to celebrate its 60<sup>th</sup> years in business**.

For FCA Bank, the partnership has already generated over €25 million in financing for Groupe Pilote's European dealers in just a few months. The wider geographical scope gives the Bank the chance to enlarge its footprint in some of the European countries that have seen record growth in the leisure vehicle sector: in 2021, Austria saw a 47.5%

increase in total registrations compared to the previous year (totaling 5,851 vehicles), Belgium 27.3% (8,376 vehicles), the Netherlands 24.4% (11,692 vehicles).<sup>1</sup>

**FCA Bank**

*FCA Bank S.p.A. is a bank mainly engaged in the car financing and mobility sector. FCA Bank S.p.A. provides financial products to support the sales of prestigious car brands in Italy and Europe. The credit, leasing, rental and mobility financing programs provided by FCA Bank S.p.A. are specifically designed for sales networks, private customers and corporate fleets. FCA Bank S.p.A. is present in 17 European countries and in Morocco, either directly or through branches. As of 31 December 2021, FCA Bank managed a loan and lease portfolio of approximately €24.8 billion. For more information:*

[www.fcabankgroup.com](http://www.fcabankgroup.com)

[www.fcabank.it](http://www.fcabank.it)

**Sofinco**

*Sofinco is, in France, the commercial brand of Crédit Agricole Consumer Finance, the consumer credit subsidiary of Crédit Agricole S.A. which distributes a wide range of loans to individuals and associated services on all distribution channels: direct sales, point-of-sale financing (automotive and household equipment) and partnerships. Sofinco offers flexible, responsible solutions adapted to the needs of its customers and partners (large retail, specialized retail and institutional brands), which are part of its "Sofinco for Good, the promise of a shared progress. Google's 2022 UX Finance Benchmark awarded Sofinco.fr with the title of "Best customer journey". For more information:*

[www.sofinco.fr](http://www.sofinco.fr)

**Groupe Pilote**

*Groupe Pilote (GP SAS) is a major player in leisure vehicles in Europe with a production of more than 7,000 units, a turnover of €400 million and a workforce of more than 1,000 employees. With 3 production sites in France and Germany, the Pilote Group is present in all market segments, from compact campervans to high-end integral motorhomes. Its Pilote, Bavaria, Mooveo, Le Voyageur, Frankia, Yucon, Hanroad and Joa-Camp brands are distributed through a network of 250 independent dealers, mostly located in Europe. For more information:*

[www.groupe-pilote.com](http://www.groupe-pilote.com)

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<sup>1</sup> Source: European Caravan Federation (ECF): [https://www.e-c-f.com/wp-content/uploads/2021/08/22-02-24\\_E.1.0.12.pdf](https://www.e-c-f.com/wp-content/uploads/2021/08/22-02-24_E.1.0.12.pdf)