

PRESS RELEASE

ARVAL EVOLVES AND ADOPTS A NEW TAGLINE: “FOR THE MANY JOURNEYS IN LIFE”

Founded 30 years ago, Arval, located in nearly 30 countries and employing 7,000 people, is a global leader in full service vehicle leasing. Close to its customers and to the drivers of its vehicles, Arval is a well-positioned witness of the evolution of the society in terms of mobility: new technologies, intensifying regulations, cars in the city, the emergence of the usage, circular and sharing economy and the growing level of environmental awareness.

Arval believes that in this context, its role goes well beyond the full service vehicle leasing: "We want to offer our customers simple, seamless and end-to-end mobility solutions according to their needs", says Alain Van Groenendael, Arval Chairman and CEO.

For all these reasons, Arval decides to make its tagline evolve from:

“We care about cars. We care about you.”

to

“For the many journeys in life”

“Caring about our customers and advising them is part of our DNA. However, taking into account only cars has now become a too restrictive vision of our business. Our ambition is to accompany our customers throughout their journeys, whatever the mobility solution they need and whatever the moment of their lives", adds Alain Van Groenendael, Arval Chairman and CEO.

The announcement of this new tagline is the first step of a broader plan, which will be announced at the end of the first quarter 2020. All Arval employees, as ambassadors of the brand, are dedicated to embody this new identity and deliver the full range of solutions in line with this new positioning.

NOTE FOR THE EDITORS, NOT FOR PUBLICATION:

For more information, please contact us: Valérie Estourgie
communications consultant
valerie.estourgie@arval.nl - +31(0)30 602 44 44

About Arval

Founded in 1989, Arval is a wholly-owned subsidiary of BNP Paribas. Arval specialises in car leasing with a full range of services. It offers its clients - large international companies, SMEs, independent professionals and private individuals - tailor-made solutions that promote the mobility of their employees



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and relieve them of all the risks associated with fleet management. Expert advice and quality of service, which form the basis of Arval's promises to its clients, are provided in 29 countries by more than 7,000 employees. Arval's total global vehicle fleet includes 1,193,910 vehicles (December 2018). Arval is one of the founders of the Element-Arval Global Alliance, the longest existing strategic alliance in the market for fleet management and world leader with 3 million vehicles in 50 countries. Within BNP Paribas, Arval is one of the core activities of Retail Banking.

In the Netherlands, Arval holds the fourth position in the market with 45,000 cars. With 270 employees, Arval carries out efficient fleet management on a daily basis. Whether it concerns the private leasing of a single car or the complete outsourcing of a fleet of more than 500 lease cars, Arval always ensures a streamlined process with short lines of communication. Arval is constantly striving to improve its services. This makes the collaboration with its customers efficient, accurate and transparent.

<https://www.arval.nl>

About BNP Paribas

BNP Paribas is a leading bank in Europe with an international reputation. With more than 196,000 employees, of whom more than 149,000 in Europe, the group is present in 73 countries. It holds key positions in its three core activities: Domestic Markets and International Financial Services - whose retail banking networks and financial services are part of Retail Banking & Services - and Corporate & Institutional Banking, which focuses on corporate and institutional clients. The group supports all its clients (individuals, associations, entrepreneurs, SMEs, large companies and institutional clients) in carrying out their projects by offering them financing, investment, savings and insurance services. It has four home markets in Europe (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the number one in consumer loans. BNP Paribas is also developing its integrated Retail Banking model in the Middle East.

www.bnpparibas.nl



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