

ARVAL UK LAUNCHES INDUSTRY-LEADING ROAD SAFETY WEBSITE

New web portal designed to help businesses reduce road risk

Arval, Europe's leading fleet and fuel management company and RoadSafe 'Business Champion', has launched a new website designed to promote road safety and encourage its customers, and all businesses, to implement effective risk management policies and procedures. The new portal, which can be viewed at www.arvalinfo.com/roadsafety, offers easy access to a range of in-depth information, current news, appropriate guidance and useful links to help businesses manage all aspects of road and driver safety.

It is estimated that a third of all road traffic accidents involve somebody who is at work at the time – resulting in some 20 fatalities and 250 serious injuries each week (DfT). To help companies examine and manage road safety issues and assist them to comply with their legal responsibilities, Arval's new road safety website provides an important management tool.

Arval manages, owns or provides fuel for over one million vehicles travelling on UK roads and as such has a long-running commitment to the safety of its customers, business drivers and all other road users. Underpinned by a Road Safety Charter and steered by a Road Safety Committee, road safety is an important part of Arval's overall Corporate Social Responsibility (CSR) approach. Already winners of Brake, Prince Michael and Fleet News safety awards and a Driving for Better Business "Champion", the development of the new Arval portal is an important next stage to support the business community in what is a critical area.

Jean-Marc Torre, Chief Executive Officer, Arval, comments:

"The new portal is founded upon the deeply ingrained road safety culture that exists within Arval. It is an important step in our continued commitment to promote best practice and will contribute to the education of drivers and businesses about road safety issues.

"I would urge managers and employees with responsibility for undertaking or managing business related journeys to spend a few minutes looking at this new website and exploring the sites of the many other road safety professionals that continue to inspire and support Arval with our road safety initiatives."

Tracey Scarr, Fleet & Road Safety Manager at Arval adds,

"The shocking number of weekly deaths on UK roads through work-related accidents means we need to offer help and access to the sort of information and guidance that companies and their drivers require, so that together we can look to reduce overall accident figures and make our roads safer for everyone."

The new website provides information on Arval's range of road safety and risk management services, as well access to a number of free, downloadable guides such as 'Driving at work' which suggests ways to manage risks to drivers' health and safety.

The Arval road safety web portal can be found at www.arvalinfo.com/roadsafety

Ends

For further information please call Louise Holt on 07872 518569 or Will Ryan on 0121 713 3776/07973 764123 E-mail louise.holt@europe.mccann.com/will.ryan@europe.mccann.com

Editor's Notes

Arval

About Arval

Created in 1989, Arval is a major player in full service, multibrand leasing and corporate fleet management, with 608,000 financed and 681,500 managed vehicles. Operating in 39 countries, with 22 subsidiaries and a network of partners in 17 countries, Arval is part of the BNP Paribas Retail Banking "Equipment Solutions" business line.

www.arval.com

About BNP Paribas

BNP Paribas (www.bnpparibas.com) is the Eurozone's leading bank in terms of deposits, and one of the 10 most important banks in the world in terms of net banking income, equity capital and market value. Furthermore, it is one of the 6 strongest banks in the world according to Standard & Poor's. With a presence in 85 countries and more than 205,000 employees, 165,200 of which in Europe, BNP Paribas is a global-scale European leader in financial services. It holds key positions in its three activities: Retail banking, Investment Solutions and Corporate & Investment Banking. The Group benefits from its four domestic markets: Belgium, France, Italy and Luxembourg. BNP Paribas also has a significant presence in the United States and strong positions in Asia and the emerging markets.