

NEWS RELEASE

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## **UK FLEET COMPANY ARVAL IS THE FIRST TO WIN EUROPEAN SAFETY PRIZE**

Arval has become the first company to receive a European eSafety prize for fleet management. The excellence award was presented by Ivan Hodac, Secretary General of the European Automobile Manufacturers Association, at a gala dinner before the eSafety Challenge at Millbrook on 13 July in recognition of the work Arval has done to introduce life-saving technology to both its customers and its own fleet.

The eSafety Challenge focuses on innovative vehicle safety technologies and the potential for lives to be saved on the roads through their increased deployment. The event included a high level panel debate focused on stimulating demand for eSafety amongst fleets across Europe. The debate was wide ranging and clearly identified the benefits associated with the use of eSafety within a fleet environment that has to deal with a number of challenging priorities.

Mike Waters, Director of Market Insight at Arval, was a member of the panel. "For Arval the key to the increasing adoption of new safety technology in fleets is to take a holistic approach to the management of both vehicles and drivers. By linking safety improvements to what will most likely be improved environmental impact and the potential for a reduction in operating costs, companies can make choices that meet the needs of a wide range of business stakeholders. We clearly recognise our responsibilities in helping our customers, their drivers' and the fleet sector in general understand the wider benefits that eSafety can bring."

At the event, Arval was recognised for its commitment to introducing safer technologies into fleet vehicles as part of its wide ranging road safety programme, which has already seen the company win a number of leading industry awards in the UK.

Arval made Electronic Stability Control (ESC) a standard safety feature on all new company cars in July 2008 and continues to promote this approach to customers as best practice. Its fleet policy also makes reversing sensors and Antilock Braking Systems (ABS) compulsory.

Tracey Scarr, Arval's fleet and road safety manager, who received the award, comments: "We are delighted to be the first fleet management company to win an eSafety prize. Developments in vehicle technology significantly help to reduce deaths on our roads and we support eSafety in its campaign to increase deployment of these safety related technologies.

“Around 40% of fatal road accidents are as a result of skidding and studies show that ESC can dramatically reduce this. Obviously there is no substitute for careful driving but this is a valuable safety feature that will help reduce the road risk of our drivers.”

The application of safety technology forms an important element of Arval’s wider commitment to road safety. Underpinned by a Road Safety Charter and steered by a Road Safety Committee, it is an important part of Arval’s overall Corporate Social Responsibility (CSR) approach. This has included Arval signing up to the EU Road Safety Charter and becoming a RoadSafe ‘Business Champion’.

**Ends**

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**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.

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