

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, 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.



## **Press contacts:**

### **VERBATEE:**

Jérôme Goer – [j.goer@verbatee.com](mailto:j.goer@verbatee.com) - +33 (0)6 61 61 79 34

Aline Besselièvre – [a.besselièvre@verbatee.com](mailto:a.besselièvre@verbatee.com) - +33 (0)6 61 85 10 05

Florence Bastien – [f.bastien@verbatee.com](mailto:f.bastien@verbatee.com) - +33 (0)6 61 61 78 55

### **Arval :**

Christelle Paillès – [christelle.paillès@arval.com](mailto:christelle.paillès@arval.com) - +33 (0)1 57 69 53 69

Mathilde Aureau – [mathilde.aureau@arval.com](mailto:mathilde.aureau@arval.com) - +33 (0)1 57 69 54 15

### **About Arval:**

Founded in 1989 and fully owned by BNP Paribas, Arval specialises in full service vehicle leasing. Arval offers its customers – large international corporates, SMEs and professionals – tailored solutions that optimise their employees' mobility and outsource the risks associated with fleet management. More recently, Arval expanded its customer segments to individuals. Expert advice and service quality, which are the foundations of Arval's customer promise, are delivered in 29 countries by around 7,000 employees. Arval's total leased fleet adds up to 1,193,910 vehicles throughout the world (December 2018). Arval is a founding member of the Element-Arval Global Alliance, the longest standing strategic alliance in the fleet management industry and the worldwide leader with 3 million vehicles in 50 countries. Within BNP Paribas, Arval belongs to the Retail Banking core activity.

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

### **About BNP Paribas:**

BNP Paribas is a leading bank in Europe with an international reach. It has a presence in 72 countries, with more than 202,000 employees, of which more than 154,000 in Europe. The Group has key positions in its three main activities: Domestic Markets and International Financial Services (whose retail-banking networks and financial services are covered by Retail Banking & Services) and Corporate & Institutional Banking, which serves two client franchises: corporate clients and institutional investors. The Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the European leader in consumer lending. BNP Paribas is rolling out its integrated retail-banking model in Mediterranean countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

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



**ARVAL**  
BNP PARIBAS GROUP

For the many  
journeys in life