

PRESS RELEASE

## ARVAL LAUNCHES ITS SMaRT APPROACH TO SUPPORT CLIENTS IN THEIR ENERGY TRANSITION STRATEGY

Arval announces the launch of an innovative approach called SMaRT - Sustainable Mobility and Responsibility Targets. In the wake of a clear acceleration towards greener mobility across many European countries, this new 5 phase methodology will be used to help clients define and implement their fleet energy transition strategy. This approach is part of Arval's promise to deliver objective added value expertise to its clients at a time where making fleets greener is key.

### 2018, a turning year from an energy transition perspective

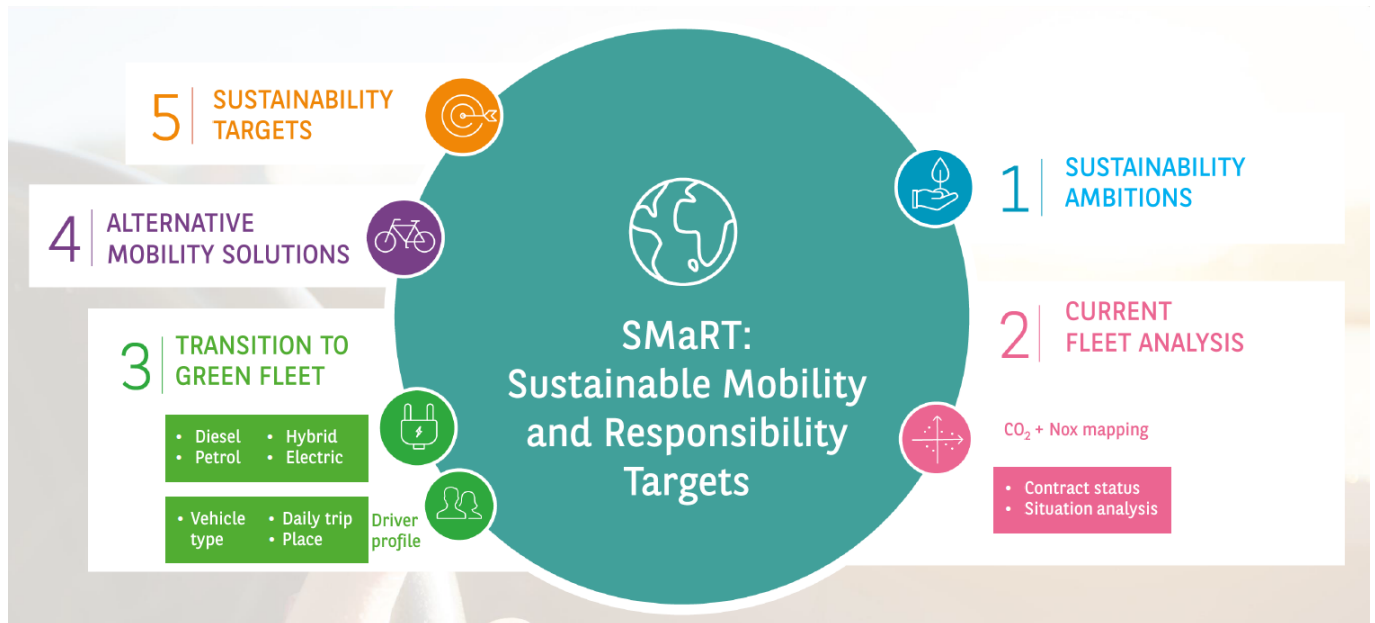
In line with the Corporate Vehicle Observatory's recent release of the [2018 barometer results](#), with 59% of companies making CO<sub>2</sub> emissions a priority in their car policies, this SMaRT methodology is designed to satisfy the changing needs of fleet managers. When helping clients to build their strategies, the SMaRT approach makes sure to take into account:

- the changing attitudes towards "new" energies such as hybrid and electric vehicles
- the progressive integration of CSR objectives into fleet strategies
- the rising interest in alternative mobility services
- the deployment of telematics based services (especially in large businesses)
- the significant fleet growth expected in the next 3 years.

Arval is the first lessor in the industry to proactively offer such a structured and pragmatic approach, whilst ensuring that the implementation is duly supported with the current processes and existing digital tools.



## A circular approach to the energy transition



The SMaRT approach follows 5 subsequent steps:

- **Step 1:** The initial step allows clients to define their future mobility and fleet ambitions, benchmarking with maturity levels and their peers as well as getting concrete advice from Arval Consulting on their specific mobility and fleet profiles and possible strategies going forward.
- **Step 2:** This part consists of assessing the current fleet on CSR oriented key performance indicators, in order to determine the right replacement strategies for each of its vehicles. Classical reporting tools are used to this purpose, enriched with CSR data.
- **Step 3:** Arval has designed and developed a brand new SMaRT calculator, which combines driver profiling to find the best match with a powertrain type from an energy perspective, subsequently looking at CSR and TCO (Total Cost of Ownership) as well.
- **Step 4:** This step is about opening the debate on alternative mobility options that could work for the client, enabling them to become even SMaRTer.
- **Step 5:** The last step of the cycle is about measuring the progress achieved towards initial ambitions, allowing the set-up of transition roadmaps. It also means that the cycle can be repeated by returning to Step 1.

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**We care about cars.  
We care about you.**

## About Arval

Founded in 1989 and fully owned by BNP Paribas, Arval specializes in full service vehicle leasing. Arval offers its customers – large international corporates, SMEs and professionals – tailored solutions that optimize their employees' mobility and outsource the risks associated with fleet management. Expert advice and service quality, which are the foundations of Arval's customer promise, are delivered in 29 countries by more than 6,500 employees. Arval's total leased fleet adds up to 1,103,835 vehicles throughout the world (December 2017).

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 73 countries, with more than 196,000 employees, including around 149,000 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.

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