

PRESS RELEASE

## ARVAL CONFIRMS ITS LEADERSHIP IN FLEXIBLE MOBILITY AND LAUNCHES ARVAL ADAPTIV, AN INNOVATIVE FLEXIBLE CAR SUBSCRIPTION OFFER FOR PRIVATE CUSTOMERS

Arval, global leader in full service leasing confirms its breakthrough in flexible mobility with its Arval Mid Term Rental product. Already available in 21 countries to its corporate and retail customers, offering the opportunity to rent a car from one to 24 months, Arval Mid Term Rental reported a robust 34% growth in 2021. It confirms the appetite of the market for flexible offers. Based on this success, Arval is going further and has launched Arval Adaptiv. This innovative offer for private customers provides access to a car only when needed and within in a few days. The customer only pays for the period of use, with no commitment on duration.

With its new value proposition compared to traditional leasing models, an Arval Adaptiv subscription offers:

- **the opportunity to choose a specific model** within a range of selected cars depending on customers' evolving needs, including both electrified vehicles and ICE cars
- **full flexibility** in terms of:
  - duration: starting from one month minimum and keeping the vehicle as long as needed,
  - vehicle: customers can return the car or change it for a different one whenever they want
- **an all-inclusive package** included in the monthly fee: maintenance, insurance coverage, 24-hour assistance, roadside assistance and tyre service within the Arval service network
- **easy access:** all Arval Adaptiv cars are selected from the available (new or used) vehicles within the Arval fleet and can therefore be delivered in a couple of days

*"Today, customers are increasingly considering usage over ownership - and this in all aspects of their lives. With Arval Adaptiv, we are helping our private customers move a step further towards flexibility. We provide them with the freedom to choose the solution that best suits their mobility needs, whatever those needs are and no matter how they evolve",* comments Alain van Groenendael, Arval Chairman and CEO.

Arval Adaptiv is first launching in Italy and Poland and will be progressively deployed in all Arval countries.



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## **About Arval:**

Arval specialises in full service vehicle leasing and new mobility solutions, leasing close to 1.5 million vehicles at the end of December 2021. Every day, 7,500 Arval employees in 30 countries offer flexible solutions to ensure seamless and sustainable journeys for its customers, ranging from large international corporate groups to smaller companies and individual retail clients.

Arval is a founding member of the Element-Arval Global Alliance, a world leader in the fleet management industry, with more than 3 million vehicles across 53 countries. Arval was founded in 1989 and is fully owned by BNP Paribas. Arval is positioned within the Group's Commercial, Personal Banking & Services division.

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

## **About BNP Paribas:**

BNP Paribas is the European Union's leading bank and key player in international banking. It operates in 65 countries and has nearly 190,000 employees, including nearly 145,000 in Europe. The Group has key positions in its three main fields of activity: Commercial, Personal Banking & Services for the Group's commercial & personal banking and several specialised businesses including BNP Paribas Personal Finance and Arval ; Investment & Protection Services for savings, investment and protection solutions ; and Corporate & Institutional Banking, focused on corporate and institutional clients. Based on its strong diversified and integrated model, 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, BNP Paribas has four domestic markets: Belgium, France, Italy and Luxembourg. The Group is rolling out its integrated commercial & personal banking model across several Mediterranean countries, Turkey, Eastern Europe as well as via a large network in the western part of the United States. As a key player in international banking, the Group has leading platforms and business lines in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

BNP Paribas has implemented a Corporate Social Responsibility approach in all its activities, enabling it to contribute to the construction of a sustainable future, while ensuring the Group's performance and stability.

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