

## LEASYS RENEWS BE FREE: FLEXIBILITY, TRANSPARENCY, AND, STARTING TODAY, THE OPTION TO BUY THE CAR AT THE END OF THE RENTAL

- Leasys introduces the new **BE FREE**, the first long-term rental for private individuals, which starting today adds to the freedom to terminate the contract without penalties the option for the customer to buy the car they rent at the end of the contract by quoting a firm price for the car from the start
- The new **BE FREE** intends to consolidate the great success obtained since its launch in 2016, becoming a best seller in Italy and Europe.

Rome, 27 January 2021

**Leasys** opened the new year with a drive to innovate and renew. The company, a mobility leader in Italy and a subsidiary of **FCA Bank**, renews **BE FREE**, launching a new version of the long-term rental solution in Italy for private individuals.

Leasys introduces the new **BE FREE**, one of its key products, which becomes even more affordable, transparent and flexible. Thanks to its new design and new pluses, **BE FREE** intends **to be once again the best seller in its category** in Italy (it was elected Product of the Year 2019 in the Auto Service category) and in Europe, replicating the great success obtained since its launch in 2016, which led it to record over **15,000 contracts**.

**BE FREE** is the ideal solution for those who really want to feel free, starting from the fixed monthly payment throughout the term of the contract, inclusive of the **main insurance, assistance and infomobility services, without any down-payment**. And in case customers change their mind, or have different mobility requirements, **BE FREE** makes it possible to return the car after the first 18 months **without any early-return penalty**.

Moreover, the new **BE FREE** has an additional benefit in that it gives Customer the **option to buy** the car they rent at the end of the contract by quoting a firm price for the car from the start.

A formula that is even more transparent and customized, designed to put customers at the centre by giving them the option to return the car earlier or to buy the car at the end of the rental, to enjoy freely the pleasure of driving.

**BE FREE** is available both in the **base formula** and in the **plus formula**, which introduces even more flexibility with theft, fire, and damage repair insurance, in addition to routine and non-routine maintenance. And with the **BE FREE Hybrid and Electric** versions, customers can enjoy all the benefits of the E-Mobility Card, the personal cards that makes it possible to access a sustainable mobility and charge your vehicle in any Leasys Mobility Store present throughout the country.

With **BE FREE** you can rent, for example, a Fiat Tipo HB MY 21 1.3 Mjt 95cv 5M S&S Business starting from €389 a month, VAT included without any down-payment.

**Leasys**

*Leasys, a Stellantis Brand, and a subsidiary of FCA Bank, a 50:50 joint venture between Stellantis and Crédit Agricole, was established in September 2001. Leasys offers a complete and innovative system of mobility services to individuals, professionals and businesses of all sizes: from short, medium and long-term rentals to peer-to-peer car sharing via the U Go platform and I-Link. At the end of 2019, it launched the first car subscription service in Italy with CarCloud. With the Clickar brand, Leasys is also one of the leading Italian online and offline retailers of pre-owned company cars to individuals, professionals and companies. Headquartered in Italy, Leasys began a process of internationalisation in 2017 by opening multiple offices throughout Europe: today the company operates in Spain, France, the United Kingdom, Germany, Belgium, the Netherlands and Poland, managing a fleet that will have over 400,000 vehicles by the end of 2021. In June 2019, the company launched the Leasys Mobility Stores, physical outlets with a grassroots presence across Italy. Now also available in France, the stores offer customers access to all the mobility services provided by Leasys. The stores will be available shortly also in the other European countries where the company is operational. With the launch of the first totally electrified Mobility Store in Torino Caselle airport, Leasys is on track to become a key operator also for sustainable mobility. In fact, thanks to the installation of over 1,200 charging stations in all the stores by the end of 2020, Leasys actually has the Italy's largest electrified network. In 2021, the electrification project will continue also in the European countries in which Leasys operates.*

For more information: [www.leasys.com](http://www.leasys.com)

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