

Leasys Mobility Store for CA: Sustainable mobility meets banking thanks to the partnership between Crédit Agricole Italia and Leasys

*At the CA Green Life the first corner for hybrid vehicle rentals by
Leasys, an FCA Group company*

Parma, 1 October 2020 – **Parma** will see the opening of the first **Leasys Mobility Store for Crédit Agricole** in Italy, a project born out of a collaboration between **Crédit Agricole Italia** and **Leasys**, a subsidiary of **FCA Bank**.

As of today, CA Green Life, Crédit Agricole's new headquarters in Parma, features a Leasys Mobility Store, where customers will be treated to a **full range of services**, from short- and long-term rental to car subscription, also for the **Mild Hybrid models of the FCA Group**, including Fiat Panda, 500 and Lancia Ypsilon, as well as Renegade and Compass, the two new **Plug-in Hybrid Jeeps**, to be followed shortly by the new electric 500.

Customers will find, under the same roof, all the services of Crédit Agricole, with dedicated financing and insurance offerings.

Moreover, **5 EV charging stations** through Leasys columns have been installed in the parking facility adjacent to CA Green Life, where customers will be able to charge their vehicles, thus contributing to a sustainable mobility. The project reflects both partners' commitment to help Italy to resume its growth through an increasingly green economy, thanks to the development of products and services capable of accompanying customers in the transition to more environmentally friendly behaviours.

*"With this project Crédit Agricole Italia is one of the first players to promote an innovative sustainable mobility offering", said **Roberto Ghisellini**, Deputy General Manager of **Crédit Agricole Italia**. "This thanks to the partnership with Leasys, a company of the FCA Bank Group, with which we traditionally share the attention to environmental issues and the belief that it is possible for business models to evolve by generating value for our customers in an increasingly responsible manner".*

*"This collaboration with Crédit Agricole, partner of FCA and holder of a 50% equity interest in our Bank, adds strength to the plan that FCA Bank and Leasys are carrying out to revolutionize sustainable mobility in Italy and that has reached a new, significant milestone with the opening of the Parma store", said **Giacomo Carelli**, CEO and General Manager of **FCA Bank** and Chairman of **Leasys S.p.A.**. "Our plan, which is designed to disseminate a sustainable mobility culture, will lead*



to the electrification of all the 400 Leasys Mobility Stores in Italy by the end of 2020, with a total of 1,200

EV charging stations”.

The objective of this project is the integration, in the Crédit Agricole Italia network, of the Leasys Mobility Store concept, that is physical locations in the main Italian cities where customers can access all of Leasys's innovative mobility services.

Parma is the first of the pilot branches planned for 2020, with outlets soon to follow in **Milan** and **Rome** and openings scheduled for 2021 also in other cities where the Group is operational.

Profile of Crédit Agricole Italia

Crédit Agricole operates in Italy, its second largest domestic market, with approximately 14,000 employees and over €77 billion in loans to the economy. The close cooperation among companies engaged in retail banking, consumer credit, corporate and investment banking, asset management and insurance enables Crédit Agricole to provide a wide and integrated offering, for the benefit of all the economic actors.

Crédit Agricole Italia has approximately 1100 branches, about 10,000 employees and over 2 million customers.

www.credit-agricole.it

Leasys Profile

Leasys SpA is a company founded in September 2001, wholly owned by FCA Bank Group, an equally held joint venture between FCA Italy SpA, and Crédit Agricole Consumer Finance. Leasys offers to private individuals, professionals and companies of all sizes, a complete and innovative range of mobility services, from long-term to short-term rental to peer-to-peer car-sharing through its U Go and I-Link platforms. At the end of 2019, it launched the first car subscription service in Italy with Leasys CarCloud. With the Clickar brand, it is also among the main Italian and European companies in online and offline used corporate car sales to private individuals, self-employed and companies. Headquartered in Italy, in 2017 Leasys started an internationalization process by opening different offices in Europe. It operates in Spain, France, United Kingdom, Germany, Belgium, Netherlands, and Poland, managing a fleet of approximately 300,000 vehicles. In June 2019 Leasys inaugurated its Leasys Mobility Stores, physical outlets which are distributed extensively throughout Italy and have now been opened also in France. The stores, where customers can access all the mobility services provided by Leasys, will soon be available also in the other European countries in which the company is operational. With the recent 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 will have Italy's largest electrified network. In 2021, the electrification project will continue also in the European countries in which Leasys operates.

www.leasys.com

MEDIA CONTACTS

Area Relazioni Esterne - Crédit Agricole Italia

Tel. 02.88245208

Tel. 0521.212826 / 2846 / 2801

Tel. 0434.233137

relazioniesterne@credit-agricole.it

Leasys - Ufficio Stampa Mailander

Damir Biuklic – d.biuklic@mailander.it

Carlo Dotta – c.dotta@mailander.it

Giovanni Santonastaso – g.santonastaso@mailander.it