

LEASYS STARTS THE INTERNATIONALIZATION PROCESS OF CLICKAR.COM, THE FIRST ITALIAN ECOMMERCE PLATFORM FOR PRE-OWNED VEHICLES

- **Leasys launches the new Clickar.com website, which combines the two natures of Clickar.it and Clickcar.biz, becoming the go-to place for private individuals and companies interested in purchasing and selling pre-owned vehicles online**
- **Clickar starts its expansion in Europe, with Spain as its first foreign market opened in September, to be followed by Belgium in October. Clickar.com's internationalization plan will be fully rolled out in 2021, with the presence in all the 12 European markets in which Leasys is currently operational**

Rome, 08 October 2020 – **Leasys**, a subsidiary of **FCA Bank** and leader in 360-degree mobility, launches Clickar.com, the new portal dedicated to the purchase and sale of pre-owned and off-lease vehicles. The website is intended to combine into a single platform [clickar.it](#), a leading portal for the sale online of pre-owned cars to private individuals in Italy, and [clickar.biz](#), the most important Italian website for online automotive auctions dedicated to industry **companies** and **professionals**, with the aim of creating a single go-to place for pre-owned online purchases and sales.

A new graphics and richer contents will guide users in navigating the new sections of the website, to discover information on the company and, especially, on the buying opportunities available on the platform for each customer target.

Clickar.com was created as an easy-to-use and intuitive marketplace that can provide, on one side, private individuals with a vast range of reliable vehicles in perfect working conditions - thanks to the routine maintenance plan and the two-year warranty - which can all be viewed in the high-definition digital showcase and financed thanks to FCA Bank's innovative financing solutions.

Clickar.com enables business customers, vehicle trading companies, official dealers, specialized multi-brand dealers, rental companies, leasing companies and finance companies to buy and sell pre-owned and demo cars through online auctions, which can be accessed online and at no cost.

The customer journey is digital for both private individuals and professionals. However, in the **Clickar Points** section, private individuals can see all the physical sales centres located throughout the country and select the closest, allowing potential customers to inspect the vehicles up close before they buy.

Obviously, business customers can still follow their auctions online, including through a smartphone and a tablet, thanks to the Clickar app. Available on Google Play and Apple Store, this app enables customers to follow and participate in electronic auctions, anytime and anywhere. Over 14,000 operators have chosen this buying approach, participating in the 90 monthly auctions held to sell over 2,200 vehicles a month in the B2B channel. To date, over 300,000 vehicles have been sold through this channel.

But that's not all. The Clickar brand crossed its national borders and, starting from September 2020, it began operations in Spain. Clickar's internationalization plan calls for its expansion, in 2021, also in the remaining European markets in which Leasys currently operates (UK, France, Belgium, Netherlands, France, Poland). The platform of reference for online sales – Clickar.com - will be the same throughout Europe.

Today, Clickar is leader in the pre-owned market, with over 600,000 vehicles sold since inception and is poised to become, in the next few months, one of Europe's main operators.

Leasys

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. In October 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, The 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.

For more information:

[leasys.com](https://www.leasys.com)

[clickar.com](https://www.clickar.com)

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