

LEASYS AND TREEDOM, MOBILITY ACTS TO SUPPORT THE ENVIRONMENT

*The “Bring a tree onboard with long-term rental” campaign is up and running:
For every rented hybrid or electric car a new tree will be planted in the Leasys forest.*

Rome, 18 May 2020 – **Leasys**, a subsidiary of **FCA Bank** and leader in 360-degree mobility solutions, continues its journey toward a sustainable business, thanks to a **partnership with Treedom**, the only platform in the world that makes it possible to plant a tree online and follow its story. This is how the **“Bring a tree onboard with long-term rental”** campaign was created, to plant a tree for every rented hybrid or electric car. The project is part of a broader partnership established by Treedom and FCA Bank, which sprouted forests with a combined total of 15,000 trees located in such places as Kenya, Madagascar, Cameroon and Ecuador.

The forestation mechanism is very simple. For every long-term contract to rent a hybrid or electric car, the customer will receive a specific code to be activated online on the [treedom.net](https://www.treedom.net) platform to adopt a tree of the Leasys forest, thereby contributing to **improve and protect the environment** and to reduce carbon dioxide emissions.

The selected tree will be planted by farmers located in various parts of the world, particularly in **Africa and Latin America**, who will tend to it and benefit from its fruits, with the possibility for the customer to know exactly where it is, name it and follow its story through online updates. The **“Bring a tree onboard with long-term rental”** campaign will generate a virtuous circle, with positive environmental as well as economic and social impacts, fostering the development of the local populations involved from time to time.

Leasys’s approach to enhance mobility awareness and sustainability takes shape through its offering of simple and flexible solutions, capable of meeting the different requirements of customers, which will be able to choose from such FCA hybrid models as the new Fiat 500 and Panda.

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

Leasys

Leasys SpA is a company founded in September 2001, wholly owned by FCA Bank Group, an equally held joint venture of 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/medium-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 individuals, professionals 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. The stores, where customers can access all mobility services, will soon be available also in the other European countries in which Leasys is operational.

For more information: www.leasys.com

Treedom

Treedom is the only online platform where you can have someone plant a tree for you and then follow it online. Since its foundation in 2010 in Florence, more than 900,000 trees have been planted in Africa, Latin America, Asia and Italy. Every Treedom tree has its online page, is geo-localized and photographed and can be kept or virtually given as a gift to others. All trees are planted directly by local farmers and bring environmental, social and economic benefits.

For more information: <https://www.treedom.net/>

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