



Leasys launches Leasys e-Store, the new digital marketplace.

- Leasys' strategic digitalization plan continues with the release of the new e-commerce platform across the EU countries in which the company operates.
- The launch of E-Store also represents a step forward in the company's sustainability goals as the new marketplace mainly promotes the online rental of low emission vehicles.
- Making mobility easier than ever, Leasys e-Store is secure, user-friendly, and accessible 24/7, thanks to a fully digital customer journey.
- After the launch in the Netherlands, the e-commerce platform is now available in Italy, the UK, and before the end of the year, in Spain.

Leasys, the joint venture between Stellantis and Crédit Agricole Personal Finance & Mobility, is launching a new e-commerce platform, **Leasys e-Store**. This project is at the heart of Leasys' European strategic digitalisation plan, initiated last March with the pilot launch of the e-Store in the Netherlands. **The company is now launching the new marketplace in Italy and the UK and will be extended to Spain before the end of the year**, with the plan to progressively extend the e-commerce to all the markets in which it operates.

By mainly promoting low-emission vehicles, the digital marketplace represents a step forward in the company's sustainability goals, in line with the strategic plan announced by the company earlier this year to make e-mobility more affordable.

"We are very proud of this project, which demonstrates our commitment to making mobility more accessible and sustainable. The new marketplace also makes a concrete contribution to the transition to e-mobility, as it is designed to be an additional channel to promote low-emission vehicles, which customers can rent in self-service mode. By leveraging on advanced technologies that we continue to invest in, we are able to provide our customers with a fully digital journey that is simple, secure and ensures best-in-class experience." says **Rolando D'Arco, Leasys Group CEO**.

The e-Store platform has been developed in collaboration with Capgemini, a global business and technology transformation partner with deep expertise in mobility services. Speaking about the project, **Andrea Falleni, CEO of Capgemini's Southern Europe Strategic Business Unit and Member of the Group Executive Board** says: *"As a strategic partner, we are delighted to have worked hand-in-hand with Leasys to create this new marketplace, providing Leasys' customers across Europe with a seamless, fully digitized rental experience."*

Leasys e-store can be accessed from the “offers” section on the homepage of the Leasys.com website. Thanks to the integrated identity and credit check, customers can now complete the entire configuration and ordering process in just a few steps easily, quickly, and securely from anywhere and at any time. Furthermore, customers can always rely on a team of experts to provide support and ensure a smooth experience at every stage of the process.

The user-friendly platform extends Leasys’s “omnichannel” presence by expanding further the possibilities for customers to access Leasys's offer. This approach, from several integrated channels, guarantees a unique customer experience regardless of the physical or digital access channel chosen.

In Italy, only low-emission vehicles on an off-the-shelf basis will be available in order to meet mobility requests in a short timeframe. The initiative will feature the Stellantis Group's latest models, available in 100% electric or latest-generation PHEV configuration, which shine in their respective segments for versatility, efficiency, and environmental friendliness. These include the New Lancia Ypsilon, the first car of the new Lancia era, in its version (LX) at €599 per month including VAT, with a €3,000 advance payment including VAT for 36 months and 45,000 km, and the new compact Alfa Romeo Junior, which completely redefines the concept of contemporary sportiness. Pick-up of vehicles will be available through the 250 Leasys Hubs, the Leasys delivery centers throughout Italy.

Leasys E-Store in the UK provides a wide range of vehicles, including full electric and LEVs, immediately available, enabling quick delivery to customers. This new offering provides an additional channel to further promote low- and zero-emission vehicle adoption across the UK, by providing an additional self-service channel for Leasys’s Personal Contract Hire customers to conveniently lease vehicles.

In addition, the long-term rental rates on Leasys e-Store include base insurance, assistance, and infomobility services in order to guarantee efficient, safe and sustainable mobility. All offers are customizable in terms of duration, advance payment, and mileage according to the customer's individual needs.

Rome, 17 October 2024

###



PRESS RELEASE

Leasys

Leasys, a joint venture between Stellantis and Crédit Agricole Personal Finance & Mobility, offers mobility solutions which range from medium and long-term rentals to management systems for company fleets, guaranteeing efficient, rational, safe and sustainable mobility. Created out of the merging of two leading companies in the sector, Leasys and Free2Move Lease, the new company has established itself as a pioneer of the new idea of fluid, integrated and global mobility designed for individuals, professionals and companies of all sizes. Leasys boasts of a managed fleet of about 890,000 vehicles which is already operational in 11 European countries: Italy, Spain, France, UK, Germany, Belgium, Netherlands, Portugal, Poland, Luxembourg and Austria.

###

For further information please refer to:

Leasys Press Office +39 011 7732952 - press.office@leasys.com

Antonella Giannini +39 366 6650678 - Antonella.giannini@leasys.com

www.leasys.com