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**PRESS RELEASE**

## **Black Winch Joins Leaseurope as an Associate Member**

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**Brussels, 12 October 2021** – Leaseurope, the trade body representing the leasing and automotive rental industry in Europe, is proud to announce that Black Winch has joined the organisation as its latest associate member.

Black Winch helps companies turn their traditional business model into a scalable subscription model also called “As-A-Service”, including a tangible asset. They support organizations to create and/or improve their As-A-Service business model by providing expertise in terms of defining and implementing As-A-Service strategy . This includes evaluating the potential and feasibility of an As-A-Service go to market or improving the profitability of existing programs. They cover 8 areas that are impacted by the shift to As-A-Service, helping shareholders reach their strategic goals thanks to this new business model.

Yann Toutant, Founder of Black Winch, said: “Joining the Leaseurope community is a natural step for me and my team. At Black Winch we are convinced that the evolution of equipment leasing, including managed services or not, is naturally shifting to embed all forms of flexibility, the famous As-A-Service. We are happy to contribute to the transition of this sector, both at the lessor, vendor and user level. We are even more excited about leading the way, with the Leaseurope ecosystem, towards circular economy, a key pillar of the future of our industry. We look forward to interacting and sharing value with the community.”

Leaseurope’s Director General, Anne Valette, said: “We are delighted to welcome Black Winch into our expanding and diverse group of Leaseurope associate members. Their unique expertise in transforming business models to take advantage of all the opportunities that servitisation can provide will certainly add significant value to our members and Leaseurope. We look forward to working with their organisation going forward.”

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### **Notes to editors**

#### **About Leaseurope**

As a Federation, Leaseurope brings together 46 associations throughout Europe representing either the leasing, long term and/or short term automotive rental industries. The scope of products covered by Leaseurope’s members ranges from hire purchase and finance leases to operating leases of all asset types (automotive, equipment and real estate) and also includes the rental of cars, vans and trucks. It is estimated that Leaseurope represents approximately 91% of the European leasing market. Find out more at [www.leaseurope.org](http://www.leaseurope.org).

**More about Black Winch at <https://www.blackwinch.eu/>**

To find out more about our associate member programme, please visit <https://www.leaseurope.org/membership/associate-members>