

PRESS RELEASE

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Leaseurope's Future Group Class of 2014

Bright Young Talents Meet in Brussels to Put Final Touches on Innovation Projects for the 2014 Annual Convention of the European Leasing Industry

Brussels, 5 September 2014 – Leaseurope, the representative body of the European leasing and automotive rental industry, together with Invigors EMEA, the specialist international equipment leasing and asset finance consultancy, held the final Future Group class of 2014 meeting in Brussels. This is the last time the class met before the top three selected projects are presented in front of the European industry at Leaseurope's Annual Convention in Barcelona on 10 October.

While retaining last year's overall philosophy and spirit of continued innovation which characterises Leaseurope's Future Group Programme, the class of 2014 was tasked with coming up with an innovative idea that would either harness or integrate the potential of a disruptive innovation into the leasing business. The Group presented their individual ideas in early Spring and the top three projects were selected at the end of June.

The winning projects include: i) how "gamification" can help the car leasing industry reach out to consumers; ii) a platform which takes advantage of the potential for collaborative consumption in leasing; and iii) an "app" which provides lessees with more flexibility in their financial planning. The Future Group has dedicated many hours to fine-tuning their projects over the summer, with today's meeting being the last chance for these bright young talents to put the finishing touches on their presentations in preparation for the Annual Convention.

Leaseurope's Director General, Tanguy van de Werve, remarked: "It has been a great four meetings this year again with many first-rate ideas. The Future Group session at the Annual Convention in Barcelona promises to be explosive!"

"We are very encouraged by the numerous messages of support we have received from CEOs across Europe saying how useful this Leaseurope's Future Group initiative proves to be. An e-publication presenting all the class of 2014 projects will be released by year-end, in line with Leaseurope's objective to give back to the industry" he added.

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About the Leaseurope Future Group

Leaseurope's Future Group was established in early 2013 to provide young talents with a truly European platform and an environment in which they can develop innovative ideas to the benefit of the entire industry. It also serves to nurture future industry leaders and provides the young talents with exposure to senior industry practitioners across Europe.

The Future Group is particularly unique in that it strives to ensure that each year's group of young talents come from different geographical and functional backgrounds as to truly represent the European industry. In both the 2013 and 2014 Classes, participants have represented over ten European countries, with a good balance of gender diversity as well.

More information on the Leaseurope Future Group [here](#)

About Leaseurope

As a Federation, Leaseurope brings together 44 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 92% of the European leasing market. Visit www.leaseurope.org for more information

Leaseurope's mission is to effectively represent the European industry with a united voice vis-à-vis European and international policymakers, be the catalyst for European-level research in the field of leasing and automotive rental and provide leasing companies in Europe with the platforms they need to meet their peers from other countries. In particular, thanks to **Leaseurope's Research Programme**, Leaseurope ensures that the leasing industry is provided with up-to-date and comprehensive market data, state-of-the-art research studies and publications on the trends and developments of the leasing and automotive rental industry. More information on the Leaseurope Research Programme [here](#)