



The Voice of Leasing and Automotive Rental in Europe

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### Celebrating 40 years of Service and Leadership

---

**Brussels, 3 May 2012** – Leaseurope, the trade association representing the European leasing and automotive rental industries, celebrates its 40th anniversary.

Leaseurope's Chairman, Jukka Salonen (CEO, Nordea Finance) said: "I am privileged to be Chairman of our Federation on the occasion of its 40th anniversary. Anniversaries allow us to reflect on our past, celebrate our present and embrace our future. This is an ideal opportunity to thank the Federation's founders and the many people who have devoted their time and energy to our industry over the years."

Founding father of Leaseurope, Fritz Peter stated: "a lot has changed in the world since Leaseurope's creation on 3 May 1972. Our mission of representing the industry has remained a constant, but our ability to adapt and respond in a dynamic environment has ensured our continued success in making sure our sectors have a stronger voice and evolve in better conditions."

J. Salonen further commented: "over the last 40 years, Leaseurope has done an incredible job representing our industries in Brussels and we have many accomplishments to celebrate. Thanks to our advocacy efforts, we are recognised as a critical component to capital formation for SMEs and large corporations alike and as a unique mobility provider across Europe. Leaseurope has effectively lobbied and engaged with European and international regulatory bodies on a number of key files. It has played a leading role in the lease accounting debate and prudential supervision. We have achieved big wins for the automotive leasing and rental sector on issues such as the cross border movement of passenger cars and commercial vehicles as well as the Consumer Right Directive. We have become a catalyst for industry research at European level and are the only reliable source of European market statistics and trends. Our recent move to the 'European House of Leasing', our wider array of publications, our new associate membership programme and our events with additional networking opportunities are providing an ideal platform for exchanging views and best practices." J. Salonen concluded: "our reputation as the expert voice at European level on all issues related to leasing and automotive rental is more solid than ever."

"All of this would not have been possible without our strong membership base. We are very grateful for the support of all our members over the years" added Tanguy van de Werve, Leaseurope's Director General. "The anniversary celebration will culminate at our Annual convention on 11 & 12 October 2012 in Cannes, France. Please join us in Cannes as we celebrate our first 40 years and look ahead to building our future."

**- END -**

## **Media Contact**

For further information, please contact:

Anne Valette  
Head of Communications  
+32 2 778 05 62  
[a.valette@leaseurope.org](mailto:a.valette@leaseurope.org)

## **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 93% of the European leasing market. More at [www.leaseurope.org](http://www.leaseurope.org).