

PRESS RELEASE

FOR IMMEDIATE RELEASE

Leaseurope Launches “Leasing for Growth” Campaign

BRUSSELS – 19 September 2013 – Leaseurope, the voice of the leasing and automotive rental industry at European level, is pleased to announce the official launch of its “Leasing for Growth” campaign.

Under the current economic and regulatory environment, the need to stimulate economic growth in Europe has been recognised by various European policymakers. Leaseurope has therefore taken this opportunity to launch its “Leasing for Growth” campaign as a way to position and explain what leasing is and how it contributes to European growth. In addition to raising leasing’s visibility, Leaseurope’s aim is ensure that the specificities of leasing and lessors are fully taken into account in all future legislative initiatives and to improve access to funding for lessors.

The overarching message of the “Leasing for Growth” campaign is that leasing enables sustainable economic growth for Europe by being a major source of investment support for European businesses and the public sector. Not only does it enable business and public sector investment, but it also supports SMEs, sustains and promotes the sales of European manufacturers, encourages the uptake of energy efficient assets and contributes to the production of clean energy and the more sustainable use of resources.

These key points have been set out in a useful, easy-to-read [leaflet](#), which is part of a larger information kit that Leaseurope has prepared for its Member Associations. The kit also contains campaigning tools, which will enable Leaseurope’s Members to disseminate these messages at the national level to policymakers, industry associations, other business representative organisations, clients and lessors; including presentations on leasing geared to different audiences, talking points for press interviews and leaflets dedicated to the truck and SME leasing segments (with a car leasing leaflet forthcoming). Additionally, a special animated video clip explaining what leasing is will be launched at Leaseurope’s Annual Convention in Rome in October.

Commenting on the campaign’s launch, Leaseurope’s Director of Asset Finance & Research, Jacqueline Mills, adds, “In addition to our European-level research on leasing, the campaign and toolkit we have developed are part of Leaseurope’s efforts to provide our Member Associations and the industry at large with added-value content. With the “Leasing for Growth” campaign, we look forward to creating a buzz around the products we represent. It’s up to the entire industry to make sure that leasing is recognised for its important contribution to the economy and we expect the campaign material will be instrumental in achieving this.”

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About Leaseurope

Leaseurope brings together 44 member associations representing the leasing, long term and/or short term automotive rental industries in the 33 European countries in which they are present. The scope of products covered by Leaseurope members' ranges from hire purchase and finance leases to operating leases of all asset categories (automotive, equipment and real estate). It also includes the short term rental of cars, vans and trucks. It is estimated that Leaseurope represents approximately 92% of the European leasing market and in 2012, total new leasing volumes worth €252.6 billion were granted by the firms represented through Leaseurope's members. More info at www.leaseurope.org.