

**FOR IMMEDIATE RELEASE**

**Leaseurope Welcomes Leader in On-Line Remarketing and Automotive IT Solutions**

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**Brussels, 30 September 2014** – Leaseurope, the trade body representing the leasing and automotive rental industry at European level, is happy to welcome Autorola as its latest associate member.

Autorola specialises in on-line remarketing and automotive IT solutions, and from its Danish headquarters runs a global group of 17 subsidiaries across Europe, Turkey, the US, Australia and Brazil.

Autorola has international knowledge of the automotive industry, a strong online auction platform and intelligent IT solutions to support vendors within the field of de-fleet operations management. The company currently employs 330 people.

“Autorola is delighted to have become associate member of Leaseurope and join many of our vendor customers who are already long standing members of the Federation through their national association.”

“As well as being the voice of the leasing and rental industry for many years, Leaseurope provides us with a variety of events, market understanding and networking opportunities that will add value to all areas of our business,” said Peter Grøftehaug, Autorola’s group chief executive officer.

“This year, Leaseurope has been successful in attracting an unprecedented number of new associate members thereby consolidating an already strong and committed group of companies working closely with the leasing and automotive rental industry. With Autorola joining us, Leaseurope now benefits from the support of 17 major players from a variety of horizons from across Europe”, comments Jukka Salonen, Leaseurope’s Chair.

“The best way to make our industry stronger is by building up a platform at European level for people to meet, learn and share experience. This is a corner stone of our strategy. Going forward, we will strive to further tighten our links with Leaseurope’s existing associate members while trying to get closer to other key stakeholders who support the industry we represent. The coming on board of this new associate member is testament to our commitment; Autorola is a great addition to the Federation and we look forward to collaborating with them.”

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## 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.

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, research studies and publications on the trends and developments of the leasing and automotive rental industry. More information on the Leaseurope Research Programme [here](#).