

**FOR IMMEDIATE RELEASE**

**Assisto to Join Leaseurope**

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**Brussels, 31 March 2015** – Leaseurope, the trade body representing the leasing and automotive rental industry in Europe, announces that Assisto has joined as its latest associate member.

Assisto is a mobile application and cloud based system, which focus on the first notice of loss and the European Accident Statement form. Assisto's approach is very much user centric and adds great value to the entire claims management process.

Assisto works closely with its partners to help them increase their customer service in order to meet and exceed their clients' expectations. Especially at the moment of truth in a vehicle's life cycle: the accident. Assisto enables its partners to positively impact their bottom line by reducing the claims costs and improving operational efficiency.

"Assisto is very happy to be joining Leaseurope and Europe's top leasing industry's minds to share its passion and collaborate on its different initiatives. Assisto focuses its activities on the accident's first notice of loss in the event of a car accident. Following several partnerships with companies in the leasing industry, we strongly believe that being part of Leaseurope will not only help us to grow our knowledge and understanding of the industry, but also contribute to the best of our abilities to its future growth": said Lionel de Somer, co-founder.

Leaseurope's Board Member and General Manager at HERTZ UK & Europe Off Airport at Hertz, Neil Cunningham, stressed: "The Assisto product brings a customer friendly initiative to the market, providing drivers unfortunate enough to be in an accident, with a simple and quick way to collate the details of their accident to support a successful claim. The clearer the details of a claim, the quicker the process of recovery can begin, which we all would welcome."

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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 92% of the European leasing market. Find out more at [www.leaseurope.org](http://www.leaseurope.org).

**More about Assisto at [www.assis.to](http://www.assis.to)**

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