



LeasePlan's *What's next* campaign and propositions show future of mobility

The world of mobility is rapidly evolving. So is LeasePlan, one of the world's leading vehicle leasing companies with approximately 1.7 million vehicles under care in over 30 countries. People are moving from owning their individual car to using cars-as-a-service. New car technology will facilitate a shift from internal combustion engine to hybrids, fully electric and autonomous vehicles. Amidst all these changes, LeasePlan guides the industry in launching *What's next* by delivering 'Any car, Anytime, Anywhere'. As part of the global *What's next* campaign LeasePlan launched a number of innovative *What's next* products and services, targeted at customers in the corporate, Small and Medium Enterprises (SME) and private lease segments.

LeasePlan's *What's next* propositions:

Sustainability: new initiatives will help reach emission targets

Sustainability is of growing importance in the automotive industry. Many countries and major cities have passed legislation to encourage the adoption of low-emission vehicles and many organisations have set their own sustainability targets. LeasePlan acts on this increased focus of fleet managers on lowering CO₂ emissions, no matter the size of the fleet. LeasePlan is committed to achieving net zero emissions from the automotive sector by 2030. With the *What's next* campaign, LeasePlan will bring several new sustainability-focussed initiatives to the attention of its customers, and the achievement of this goal one step closer:

- *Corporate Net Zero scan*

The Corporate Net Zero scan, developed by LeasePlan, enables its largest corporate and international clients to accurately assess the carbon dioxide performance of their fleet. The scan provides reliable benchmarked emission insights. Based on the outcomes of the score, LeasePlan provides tailored advice. In addition, customers are offered access to our extensive sustainability library which includes information on the latest trends, technologies and regulatory developments.

- *360 Formula*

The 360 Formula supports fleet managers to lower the total cost of ownership of their fleet, improve employee satisfaction and drive lower emissions. Balancing these three key drivers is increasingly challenging. This package of solutions for midsize and large car fleets, includes driver safety applications, the latest telematics solutions and the availability of a full range of low-emission vehicles. An online tutorial explains the basics of the 360 Formula.

Electric Vehicles (EVs): LeasePlan speeds up transition to electric mobility

Technological advances are leading to improved performance and a wider range of electric vehicles. Gradually, the EV is becoming a viable alternative for drivers in many mobility scenarios.

- *Teaming up with partners*

LeasePlan is a founding partner of the EV100 initiative, a coalition of major corporate companies pledged to making the transition to fully electric fleets by 2030.

Recently, LeasePlan and Uber have announced a pilot with electric cars, provided by LeasePlan, in Amsterdam. The first 30 Nissan Leaf EVs run via uberX since the beginning of October. The aim is to have more than 200 cars operational in the Dutch capital for ride sharing by the end of 2018.

- *End-to-end EV solution*

This quarter, LeasePlan will start the roll out of an end-to-end EV solution across Europe to help customers switch to EVs. Via one point of contact, customers will be offered a full-service package including the best electric vehicles to meet specific driver needs, a nation-wide charging card, a charger at home and charge facilities at work. This way, LeasePlan takes away the hassle that is often associated with EV

implementation.

- *LeasePlan employees go electric*

As announced in September LeasePlan intends to switch all its company vehicles to electric by 2021 as the first major leasing company.

Cross border fleet harmonisation: 'one contract, one contact'

International companies seek to harmonise their fleets through standard procedures that save them time, money and hassle. LeasePlan's 'one contract, one contact' approach guarantees consistency, continuity and cost efficiency. Delivered in tandem with state-of-the-art fleet reporting and driver support, it is the global standard in fleet management and vehicle leasing services for international companies.

SMEs: new proposition facilitates the need for speed

Small and medium enterprises (SME) are one of LeasePlan's fastest-growing markets, showing a double-digit growth in the first six months of 2017. SMEs need speed: quick response times and fast delivery of cars. As part of the *What's next* campaign LeasePlan is launching new solutions for the SME segment that will enable customers to quickly arrange full operational lease cars by means of an online application.

- 'LeasePlan Click & Drive' offering

SME clients will benefit from the new 'LeasePlan Click & Drive' offering: special lease deals on popular, pre-ordered cars available in an online showroom. Delivery will be fast. The all-inclusive hassle-free service package includes repairs and maintenance support, administrative support and integrated insurance and fleet reporting

Insurance: focus on safety

As part of its successful 3D Coverage proposition LeasePlan is working with customers to enhance driver safety. Accident prevention programs are supported by comprehensive reporting and smart technologies. Aim is to decrease the number of accidents and lower insurance premiums, while reducing immobilisation times, fuel cost and carbon dioxide emissions.

- *Freeedrive app*

New fleet insurance clients will receive Freeedrive for free. This app reduces driver's distraction of their smartphones when driving. By warning drivers against improper and unsafe hand-held phone use, this mobile app encourages safer, more responsible driving habits.