



PRESS RELEASE

***Arval Smart Experience* transforms relationships with customers and drivers**

Arval Luxembourg, which specialises in vehicle leasing and fleet management, unveiled a new programme to customers on 1 July 2014 at BGL BNP Paribas headquarters. *Arval Smart Experience* is an international programme comprising a suite of innovative, interactive services that rely on online tools and social networks to forge a new relationship with fleet managers and drivers.

Arval also announced the results of the 2014 Corporate Vehicle Observatory (CVO) Barometer, its Europe-wide survey of company fleets.

Fleet managers have to get to grips with a range of complex and strategic issues such as regulation and taxation. They must also cope with new in-vehicle technologies, keep control of the total cost of ownership (TCO)¹, and deliver high quality services to drivers. To help managers address these new challenges on a daily basis, Arval is offering a wide range of services through a strategic programme called *Arval Smart Experience*:

- By digitising communications, Arval lets fleet managers and drivers access key metrics and information about their vehicles at all times using a smartphone or tablet.
- Arval Connect is a customised platform giving fleet managers a 360° view of fleet performance indicators, along with news, advice and other useful input.
- Arval's presence on social networks provides newsflow about the fleet management industry, along with content relating to the automotive world.
- The Arval Mobile+ app provides drivers with practical information that positively influences their on-road behaviour.

The findings of the 2014 CVO Barometer highlight behavioural differences between European and Luxembourg companies, particularly as regards how fleet vehicles are chosen. Thirty per cent of major Luxembourg companies put the emphasis on the vehicle's purchase price whereas their European counterparts are demonstrably more interested in TCO. This is significant because driver behaviour during the term of use of a vehicle can impact TCO by between 10 and 30 per cent. And even though some companies take TCO into account when managing their fleet, they still tend to sanction inappropriate behaviour with restrictive measures rather than to reward good drivers.

One of the benefits of *Arval Smart Experience* is its positive impact on how drivers use their cars on a daily basis.

The full results of the CVO Barometer can be found on www.arval.lu.

¹ TCO includes all the costs incurred through vehicle use and can be used to make objective comparisons between vehicles.

About Arval

Founded in 1989 and owned by BNP Paribas, Arval specialises in full service vehicle leasing. Arval offers its customers – professionals, SMEs and large international corporates – tailored solutions that optimise their employee's mobility and outsource the risks associated with fleet management. Expert advice and service quality, which are the foundations of Arval's customer promise, are delivered in 25 countries by over 4,000 employees, and in 14 other countries through a network of partners. Arval's total leased fleet adds up to 700,000 vehicles throughout the world (December 2013). Within BNP Paribas, Arval belongs to the Retail Banking core activity. (www.arval.com)

About BNP Paribas

BNP Paribas (www.bnpparibas.com) has a presence in 75 countries with more than 180,000 employees, including more than 140,000 in Europe. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across Mediterranean basin countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia-Pacific.

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