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PRESS RELEASE

ARVAL ITALY IS "ON THE RIGHT WAY"

Arval launches sullastradagiusta.it, the new blog by the leading company in full-service leasing and mobility services, a subsidiary of BNP Paribas, recently awarded best bank in the world for corporate responsibility by the Euromoney Awards for Excellence 2019. Sustainable mobility, road safety, innovation, and positive economy are the main themes

For the 2019 edition of **EUROPEAN MOBILITY WEEK**, which since 2002 has promoted initiatives for improving quality of life, incentivizing eco-friendly mobility, and experimenting new ways of tackling the challenges of urban living, **Arval Italy**, a leader in full-service leasing and mobility services, is launching "**Sulla Strada Giusta**" (On the Right Way), the **new blog** dedicated to **social and environmental sustainability**.

[Sullastradagiusta.it](https://sullastradagiusta.it) contains news, articles, and interviews related to sustainable and safe mobility, as well as the environment and positive economy, themes that are central to Arval's policy of **Corporate Social Responsibility**.

The blog is rooted in the project "**Sulla Strada Giusta**," launched in **2014** to support the important work carried out by the **Meyer Children's Hospital Foundation** in Florence, an exceptional institution dedicated to treating children and a reference point in Italy for the substantial complexity of pediatric care. Since 2014, Arval has raised **more than 260,000 euro** for the Meyer Foundation, with the help of companies and private individuals. The money is used for the support and development of projects tied to pediatric simulation and neuro-orthopedic care through the purchase of equipment, and at the pediatric Trauma Center, which treats 8,000 children every year, many of whom are victims of road accidents.

For Arval, being "On the Right Way" means responding to the need for concrete action in **managing change**, integrating values concerning sustainability into its business and being a forerunner in facing the challenges and new scenarios of today. This translates into an effort to adopt smart choices and honest behaviours, guided by innovation, collectively develop a culture of "positive impact" and pay heed to the territory and its people.

The blog is part of this process, representing Arval's commitment to being a positive player in society and a reference point for the mobility sector, which is experiencing a period of immense change.

*"With more than 200,000 Arval Italy vehicles throughout Italy, we have a responsibility to do something that can have a positive impact on the reality within which we operate," said **Alessia Pedersini**, Marketing, Communication & CSR Director of Arval Italy. "In our daily operations, we dedicate ourselves to an increasingly clean and safe mobility, favouring the implementation of transportation solutions that are both eco-friendly and efficient. With this blog, we want to share some concrete examples of good practices, and we aim to raise awareness about these themes, which are highly relevant today."*

With the blog sullastradagiusta.it, it will also be possible to support, through donations, the Meyer Children's Hospital Foundation and its projects dedicated to the most vulnerable group of people, children.

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Arval Italy

Operating in Italy since 1995, Arval manages over 200,000 automobiles nationwide and more than 40,000 clients, and has been a leader in the Italian market in the full-service leasing and mobility services sector for 20 years. Thanks to an excellent service quality and a commercial model that places the client at the centre, Arval has always striven to provide its clients with innovative mobility solutions: private individuals, professionals, SMEs and large international corporations in search of the perfect solution for optimizing their mobility or the mobility of their employees.

www.arval.it

About Arval:

Founded in 1989 and fully owned by BNP Paribas, Arval specialises in full service vehicle leasing. Arval offers its customers – large international corporates, SMEs and professionals – tailored solutions that optimise their employees' mobility and outsource the risks associated with fleet management. More recently, Arval expanded its customer segments to individuals. Expert advice and service quality, which are the foundations of Arval's customer promise, are delivered in 29 countries by around 7,000 employees.

Arval's total leased fleet adds up to 1,193,910 vehicles throughout the world (December 2018).

Arval is a founding member of the Element-Arval Global Alliance, the longest standing strategic alliance in the fleet management industry and the worldwide leader with 3 million vehicles in 50 countries. Within BNP Paribas, Arval belongs to the Retail Banking core activity.

www.arval.com

About BNP Paribas:

BNP Paribas is a leading bank in Europe with an international reach. It has a presence in 73 countries, with more than 196,000 employees, including more than 149,000 in Europe. The Group has key positions in its three main activities: Domestic Markets and International Financial Services (whose retail-banking networks and financial services are covered by Retail Banking & Services) and Corporate & Institutional Banking, which serves two client franchises: corporate clients and institutional investors.

The Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the European leader in consumer lending.

BNP Paribas is rolling out its integrated retail-banking model in Mediterranean countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

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