



## PRESS RELEASE

Almere, 03 April 2009

### **LeasePlan starts operations in Mexico**

*Global expansion continues with 30<sup>th</sup> country organisation*

LeasePlan has officially opened its 30<sup>th</sup> country organisation in Mexico capitalising on the opportunities of the upcoming local market for operational leasing and answering to the service demand of existing international clients.

Vahid Daemi, CEO of LeasePlan Corporation, is proud of the LeasePlan office in Mexico being opened: “We’ve been investigating the possibility to start an office in Mexico, next to the US and Brazil, for some time and saw that the time was right in 2008. Since 2007, operational leasing in Mexico has become more favourable from a tax perspective and we believe that mainly due to this, the fleet management market in Mexico will grow exponentially in the near future. Fleet managers in Mexico increasingly realise that running a fleet requires expertise and we expect them to turn to an experienced partner to support them in controlling their fleet cost and managing the services and service levels related to their fleet. Our professional team, a mix of local and international experts, is ready to respond to these trends.”

In the light of the current global economical situation, LeasePlan recently announced to slow down the expansion strategy of the last years. Nevertheless, the opportunity to begin operations in a promising new market such as Mexico is expected to contribute to the success of the company as a whole and further increases our international coverage. LeasePlan’s international coverage now consists of offices in 23 European countries, Australia, Brazil, India, Mexico, New Zealand, United Arab Emirates and the United States. In addition LeasePlan has alliances in the Baltic States and South Africa.

See [www.leaseplan.com](http://www.leaseplan.com) for more information on LeasePlan

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**Appendix:**     **A. Facts Mexico / Facts LeasePlan Mexico**  
                  **B. Profile LeasePlan Corporation N.V.**



## Appendix A

### Facts car and fleet management market Mexico

- More than a million cars sold in 2008.
- Large variety of car brands: American, Asian and European.
- Corporate fleet of less than 48 months tenure is estimated at 800,000 units.
- Operational leasing (referred to as 'pure leasing' in the Mexican market) is widespread since owned vehicles are tax deductible up to 175,000 MXN whereas lease instalments are deductible up to 7,500 MXN per month. This offers a tax advantage for pure leases of cars over 175,000 MXN.
- Due to the size of the country and the quality of the service providers, companies struggle to control their operational fleet costs.
- Fleet management is largely done in-house, but companies are increasingly outsourcing these services. The market sees both American "full chargeback" products, as well as full-service "closed calculation" products being offered.

### Facts LeasePlan Mexico

- LeasePlan Mexico developed a network of preferred suppliers, which ensure reliable nation-wide service.
- LeasePlan Mexico offers full-service fleet management solutions EasyPlan, ComfortPlan, PartnerPlan and OwnerPlan which include:
  - Vehicle ordering & delivery;
  - Payment of duties and taxes;
  - Maintenance, repairs & tyre management;
  - Coordination of environmental inspections;
  - Comprehensive insurance coverage;
  - Accident management;
  - Roadside assistance;
  - Fuel management;
  - Fine management;
  - Vehicle remarketing.
- Through customised cost management advice and our on-line FleetReporting system, LeasePlan helps customers to control costs.
- Key clients to date include Quintiles, Milliken and Diageo.



## Appendix B

### **Profile LeasePlan Corporation N.V.**

LeasePlan consists of a growing international network of companies engaged in fleet and vehicle management services, mainly through operational leasing. LeasePlan employs around 6,200 people worldwide. In total, the company manages 1.4 million vehicles and a consolidated lease portfolio of EUR 14.2 billion. LeasePlan has held a general banking licence since 1993 and is regulated by the Dutch Central Bank. The company is indirectly owned by a consortium consisting of the Volkswagen Group (50%), Mubadala Development Company (25%) and the Olayan Group (25%).

LeasePlan aspires to a leadership position in all the main markets in which it is active. It capitalises on its status as a bank by centrally supporting the Group's financing activities. Euro Insurances, LeasePlan's own insurance subsidiary, supports the insurance solutions offered by the Group companies as part of their integrated service offer.

LeasePlan is the European market leader in fleet and vehicle management. It is also one of the leading global players in this field, with offices in 30 countries and alliances in the Baltic States and South Africa. The Group companies rank among the major players in their respective local markets, and many are market leader. LeasePlan is one of the few organisations with the broad geographical presence necessary to offer a global service to large multinational companies. LeasePlan International plays an important role in the sale and marketing of cross-border services and manages the accounts of large international clients worldwide.