

Paris, Thursday 1 June 2023

PRESS RELEASE

BNP Paribas Personal Finance, the 1807 dealerships and FlexFuel Energy Development are supporting Cécile de Ménibus in facilitating access to mobility for single-parent families

TV presenter and journalist Cécile de Ménibus, who has a long history of working with single-parent families, was looking for ways to reduce the costs of transport, an essential item of expenditure for these low-income households. She chose 1807, a network of used-vehicle retailers, and BNP Paribas Personal Finance, a major player in personal finance, to develop a special Lease with Option to Purchase (LOA) offer. Since April, families have been invited to come and find out about this offer in dealerships. The vehicles will be fitted with FlexFuel bioethanol boxes.

Supporting single-parent families with mobility access

Since 2020, Cécile de Ménibus, author of *"Je voudrais tout prendre d'elle"*, an homage to her mother who raised five children on her own, has been involved in creating a mutual-aid and solidarity network to help single-parent families reduce their costs.

Travel represents a significant expense in French household budgets, coming third only behind housing and food (*). What's more, in France, this sector is set to undergo unprecedented change with the introduction of Low Emission Zones (ZFE). At a time of rising inflation and, in particular, with the mounting costs associated with buying and using a car, acquiring a "clean" vehicle is problematic for a large proportion of households, and even more so for single-parent families.

Aware that the situation called for solutions designed to meet this specific challenge, and familiar with the automotive sector, having already worked with 1807 on the *"Club 1807 for mums"* card, the presenter contacted Christophe Cyrille, CEO of 1807 - Groupe Berbiguier for help with co-constructing a project and finding a financing partner.

A key initiative led by Cécile de Ménibus and supported by three socially-engaged organisations

Delighted to work alongside the presenter once again, 1807 - Groupe Berbiguier proposed a campaign for a special Lease with Option to Purchase (LOA), co-designed in collaboration with its long-standing financial partner, BNP Paribas Personal Finance.

Supporting low-income households is a priority commitment for the credit organisation, which is better known under the Cetelem brand name in France. In June 2022, the company developed a leasing agreement, over a period of up to ten years, for a new or used vehicle less than three years old with Crit'Air 0 or 1 certification, starting at €150 per month. When the contract reaches its term, the customer has the option to purchase the vehicle at a low residual value, the equivalent of one monthly payment. Moreover, BNP

Paribas Personal Finance has added a maintenance service to this agreement for up to 10,000 km/year, completing a package that meets the needs of and solves some of the issues faced by these households.

What's more, the thermal or hybrid vehicles will be fitted with FlexFuel bioethanol boxes, which are compatible for use with Superethanol-E85, the cheapest fuel on the market.

A package designed for single-parent families on tight budgets

With this LOA package, customers can also:

- make plans to buy a Crit'Air 0 or 1 vehicle
- manage their finances over the long term with an all-inclusive monthly budget, with maintenance included
- improve their package with additional services (financial loss guarantee, warranty extensions, personal insurance, etc.) as necessary
- become owner of a vehicle for the price of a lease at the end of the contract, via a purchase option of 1% of the vehicle price.

BNP Paribas Personal Finance not only offers free maintenance, it also provides access to budget coaching sessions delivered by BNP Paribas Personal Finance employees, as well as a budget management application, and eco-driving courses to teach participants how to reduce their fuel consumption.

Having been committed to financial inclusion through its Cetelem Foundation for 30 years, BNP Paribas Personal Finance is well aware of the importance of budget education in helping families. Over time, little things or items gone without can have an impact on your savings on an annual budget. This approach is generally based on making monthly payments and spreading out expenses.

"The economic and social climate can have a major impact on the budgets of single-parent families, and inflation affects them more than the average household. I set up this mutual-aid and solidarity network to help these families reduce their costs in all areas of daily life. Cars are very expensive, and it is reassuring to have the support of three partners as committed as myself to providing an evidence-based solution to spread out the payments for mobility-related expenses. This LOA solution not only helps families to set a monthly budget, it also means that, over time, they have the option to purchase a vehicle for an affordable price. It's a long-term solution," says presenter and journalist **Cécile de Ménibus**.

"We're delighted to be taking part in this initiative for single-parent families. At BNP Paribas Personal Finance, we make it our mission to support all French people, every day, in their projects. We've designed this LOA offer to help meet the daily mobility needs of the lowest-income households. We hope that this initiative will encourage as many dealers as possible to distribute this offer and take it forward," says **Christophe Michaëli**, Manager of the Auto Mobility Division at BNP Paribas Personal Finance

"We have really enjoyed working on this idea put forward by Cécile de Ménibus for over 3 years, and can finally offer a clean mobility solution that is affordable to single-parent families. We offer access to new electric and hybrid vehicles from the brands we represent, as well as a wide range of used vehicles fitted with Bioethanol boxes with our partner FlexFuel. BNP Paribas Personal Finance put forward this financing solution, which offers flexibility and a unique contract duration. This LOA offer, with terms of up to 120 months, makes lease payments more affordable. We're very proud to be involved in this wonderful initiative devised by Cécile," adds **Christophe Cyrille**, CEO of 1807 - Groupe Berbiguier.

"FlexFuel Energy Development has been committed to environmental and economical mobility since 2007. We're delighted to be supporting this initiative, led by Cécile de Ménibus, which facilitates access to this form of mobility for single-parent households, who are particularly affected by this issue on a daily basis," adds **Jérôme Loubert**, European Development Director at FlexFuel Energy Development.



(*) Source: [INSEE](http://insee.fr) [Consommation et Équipements des Ménages - France - TABLEAU DE BORD DE L'ÉCONOMIE FRANÇAISE \(insee.fr\)](http://insee.fr)

About BNP Paribas Personal Finance

BNP Paribas Personal Finance is a leader in consumer finance in France and Europe, offering a wide range of consumer credit products. A 100-percent subsidiary of BNP Paribas, with brands such as Cetelem, Cofinoga, Findomestic and AlphaCredit, the company offers a full range of personal loans in stores, at car dealerships or directly to customers through its customer contact centres and online.

BNP Paribas Personal Finance has rounded out its offering with insurance and savings products for its customers in several countries including Germany, France and Italy.

Over a number of years, BNP Paribas Personal Finance has developed an active partnership strategy with retail chains, car manufacturers and distributors, e-commerce websites and other financial institutions (banking and insurance) based on its experience in the credit market and on its ability to offer integrated services tailored to the business activities and commercial strategy of its partners.

To support its customers and partners, BNP Paribas Personal Finance is committed to promoting access to more responsible and sustainable consumption.

For more information

www.bnpparibas-pf.com

@bnpp_pf

www.linkedin.com/company/bnp-paribas-personal-finance

About 1807 Group

1807 is an automotive brand retail group for new vehicles (Opel, Fiat, Ford and Kia), and reconditioned used vehicles. Based in the Ile de France region, the group operates in Paris, as well as the South-East and South-West of France.

www.lacharrette1807.fr

About FLEXFUEL ENERGY DEVELOPMENT

FLEXFUEL ENERGY DEVELOPMENT specialises in optimising engine performance and minimising consumption, and has been designing and marketing a range of renowned, high-performance products since 2008. Its areas of expertise include both cleaning private and industrial engines by injecting gas (hydrogen carbon cleaning) into the intake system, and providing Superethanol-E85 conversion kits for all vehicles with electronic fuel injection.

For more information, go to www.flexfuel-company.com

Facebook: [flexfuelenergydevelopment](https://www.facebook.com/flexfuelenergydevelopment)

Twitter: [flexfuelcompany](https://twitter.com/flexfuelcompany)

Linkedin: [flexfuel-energy-development](https://www.linkedin.com/company/flexfuel-energy-development)

Press contacts

Valérie Baroux-Jourdain

+33 (0)6 43 95 60 23

valerie.baroux-jourdain@bnpparibas-pf.com

Véronique Girard-Claudon

+33 (0)6 13 55 39 56

veroniquegc.rp@gmail.com



Marie Goislard
+33 (0)6 21 23 37 75
marie@rumeurpublique.fr

Léo Chompré
+33 (0)6 14 35 41 74
leo.chompre@rumeurpublique.fr

