

## Autovit.ro simplifies cars purchasing through Cetelem financing

- Autovit.ro and Cetelem (BNP Paribas Personal Finance Bucharest Branch) support potential buyers to obtain a personal loan up to 225,000 lei without guarantees for the purchase of a new or used car;
- The loans have fixed interest rates and fixed installments throughout the contract, Autovit.ro and Cetelem thus promoting responsible financing, and the amount granted and the monthly rate are established together with the client, depending on his budget;
- Autovit.ro users can simulate the value and duration of the loan and fill in a contact form directly on the site, and will be contacted within 24 hours for financial approval;
- The credit offer is tailored to the needs of each client, representing a transparent, requested, and appreciated commitment by the users of the largest online car advertising platform;
- According to Cetelem data, the average value contracted by customers for a car loan is approximately 8,000 euros.

Bucharest, 11 April 2022

Autovit.ro supports the users of the largest online car advertising platform and offers the possibility to access a loan for the purchase of a new or used car in transparent conditions, through a partnership with Cetelem. Clients must be between 18 and 70 years old and have the last three consecutive months with the same employer. The loan can also be accessed by self-employed persons or retirees.

Through this partnership, Autovit.ro and Cetelem facilitate access to personal loans with fixed rates for purchasing cars, transforming the largest online platform for car ads into a provider of complete financial solutions for car buying.

*"We are going through a difficult period from an economic point of view, and people need financial stability, predictability, and specialized help. Autovit.ro is more than just a car ad platform. It is also a reliable partner for our users and we want to provide them with as many tools as possible to make the right decisions that suit their needs. That's why we offered them the opportunity to check the history of a car directly on our website or to access a personal loan for its purchase. Information is power and we really want Autovit.ro users to know the whole story of their car and how to get it ", said **Andrei Dumuța, General Manager of Autovit.ro & OLX Motors.***

The advantages of a Cetelem car loan accessed directly through the Autovit.ro platform, involve **zero advance payment and analysis fee and fixed rates during the loan period. The credit is flexible, adapted to the budget, and the duration of the contract is between 6 and 60 months, with the possibility of early closure. The car is registered directly in the name of the loan applicant.** At the same time, through this partnership Autovit.ro customers have access to complete financial services, through the Cetelem credit card which they can use for the purchase of car products and accessories or for car service.

*"We are pleased to offer customers a new opportunity to finance personal projects through credit products offered by our bank. By collaborating with Autovit, the largest online car ad platform in Romania, we*

*continue to facilitate access to transparent, fixed-interest rate credits. We offer clients the opportunity to carry out their projects responsibly, helping them to efficiently and predictably manage their budget from the first to the last month of the loan. In addition, financial products can be accessed quickly, from the comfort of your own home, by phone or online without the need for time-consuming meets", said Liviu Purcărea, Sales and Commercial Development Director BNP Paribas Personal Finance Bucharest Branch.*

**Autovit.ro** has created a special page on their website where users can simulate the value and duration of the loan and fill out a contact form in order to be contacted within 24 hours by a Cetelem consultant for financial approval. The contact form can be accessed here: <https://blog.autovit.ro/cetelem/>.

**Autovit.ro** has a large volume of offers available on the site ([www.autovit.ro](http://www.autovit.ro)), **over 35,000 active car ads every month, over 3 million visitors and over 1,000 car dealers** present on the platform. **BNP Paribas Personal Finance - Cetelem** offers specialized assistance and advice, personal loans for the purchase of cars, credit cards for service and car accessories, analysis, and quick response for each file submitted.

According to the bank data, the characteristics of the customer who purchases a car through personal loan define a mature client, aged 40, from the urban environment, male, married, with secondary or higher education, above-average income, owner of his own home or living in a multi-generational home. The average value contracted by customers for a car loan is approximately 8,000 euros.

The new partnership with Autovit consolidates **BNP Paribas Personal Finance - Cetelem's** position as a top player in the Romanian consumer credit market, adding new values through diversification and potential.

Autovit.ro and **BNP Paribas Personal Finance** encourage smart and well-documented financial decisions and provide all the necessary resources for informed choices when it comes to buying a car.

In 2021, the imported second-hand cars market has grown, and domestic second-hand car transactions have had the best year in history.

#### **About Autovit.ro**

Autovit.ro is the largest online platform in Romania dedicated to buying and selling new and used cars, with over 3 million visitors per month and over 1,000 car dealers using the company's services. According to an Unlock Market Research study, 78% of Romanians interested in the automotive field used Autovit.ro to sell or buy a car. Part of OLX Group and with 21 years of experience on the Romanian market, Autovit.ro strengthens the relationship between sellers and buyers and provides access to reliable information and advice on sales of cars, trucks, vans, motorcycles, construction machinery, agricultural machinery and used car parts.

#### **About Cetelem**

Starting with March 1, 2018, Cetelem IFN SA became - BNP Paribas Personal Finance SA Paris Bucharest Branch, as a result of the strategic cross-border merger between Cetelem IFN SA and BNP Paribas Personal Finance. The commercial activity in Romania continued under the Cetelem brand, known to the Romanian consumer credit public. The company continues to provide in-store consumer credit services, credit cards, car loans, personal loans, either at the point of sale or remotely, by phone or the Internet. In the more than 15 years since it has been present on the Romanian market, Cetelem has offered over 1,8 million loans.