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ALPHERA LAUNCHES ANNUAL PAYMENT PRODUCT FOR PREMIUM CAPTIVE

- ALPHERA Financial Services launches premium annual payment product
- Designed to help customers manage their investments, new annual payment solution is first of its kind
- Focus on annual payments allows customers to trade up into their desired vehicle with greater flexibility

ALPHERA Financial Services has launched a first-of-its-kind annual payment product for its premium captive partners, after a successful trial held at the end of last year. The product is an alternative to traditional finance solutions, responding to the demand of customers for more flexible and tailored finance options.

Designed to suit a customer who would traditionally pay for their new vehicle in cash, the annual payment product has been developed to support individuals who take advantage of bonus or dividend pay-outs to fund their vehicles. Instead of tying up cash flow on a monthly basis, Alphera's annual payment approach allows customers to trade up into their desired vehicle with greater flexibility and in line with their wider financial management.

Alphera head of premium captives, Nick May, said: "We are seeing strong growth in the premium captive finance market area and the roll-out of innovative products like Alphera's annual payment solution are key to continuing that growth. With a number of new model launches on the horizon, it makes sense to offer customers a product which allows them the freedom and flexibility to purchase a new vehicle or upgrade their current vehicle in way which best reflects their annual income schedule."



ALPHERA Financial Services' annual payment product is initially being made available through Rolls Royce Motor Cars Financial Services and Aston Martin Financial Services.

ENDS.

For additional information or images, please contact Aimee Postle or Dan Hemming at Prova PR on 01926 776 900 or alphera@provapr.co.uk

Notes to editors:

About ALPHERA Financial Services

- Part of the BMW Group, the multiple award-winning ALPHERA Financial Services is based in Farnborough, Hampshire, and celebrates its 10th anniversary in the UK market in 2016.
- Founded on a customer-centric culture of innovation and a suite of market-leading commercial and consumer finance products, Alphera UK has grown consistently year-on-year and now supports in excess of 1,300 broker, franchise and independent partners for all marques (outside of BMW and MINI).
- Taking a lead in the premium space, Alphera is the captive finance provider for Rolls-Royce Motor Cars Financial Services and Aston Martin Financial Services, as well as being the official partner for the Tesla stores in the UK.
- Worldwide, Alphera provides innovative vehicle finance solutions in more than 25 countries, including the USA, South Africa, Australia and Germany.
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