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ALPHERA SEES CONTINUED GROWTH IN PREMIUM CAPTIVE SECTOR

- Premium captive finance market up 30% year-on-year; 2015-2016
- Funding provided in premium captive sector at a ratio of one new to every three used vehicles
- Premium sector moving towards even more tailored and bespoke offerings, with greater levels of customer interaction

The premium captive finance sector has grown by 30% year-on-year, according to the latest data from ALPHERA Financial Services UK. As captive finance provider for both Rolls Royce Motor Cars and Aston Martin, Alphera has seen a significant increase in individuals looking to funded solutions for their premium vehicle purchases, with finance in the sector operating at a ratio of one new to every three used vehicles.

With a number of new model launches on the horizon, this growth rate is expected to accelerate even further as order banks open for the new Rolls Royce Dawn and the Aston Martin DB11 models. Bespoke models and finance solutions are now increasingly expected by premium buyers, while a customer-centric approach is delivering significant value.

Alphera head of premium captives, Nick May, said: “We are seeing strong growth in the premium captive finance market area thanks to the launch of new models, high residual values in used models, manufacturer investment in facilities and the expansion of various dealer networks.

“From specification to customisation, customers are looking for manufacturers and dealerships to add extra value to the car buying experience. We have listened to the increasingly customer-centric marketplace and now offer a number of tailored



solutions, including bespoke concierge credit line agreements which mean a vast reduction in the time usually taken to confirm vehicle sales funding.”

Alphera’s exclusive concierge-style service provides an extended credit line of up to £1m to allow for a seamless transaction almost instantly once the purchase decision has been made. These pre-agreed credit lines can be used for any make and model of vehicle for the customer, their friends or family.

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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