

Press Release

18.05.2015

ALPHERA Financial Services named Car Finance Provider of the Year

ALPHERA Financial Services has been awarded the ultimate accolade, 'Car Finance Provider of the Year', at the 2015 Credit Today Awards.

The awards recognise and celebrate stand-out success across the credit industry, rewarding those who are leading the way and putting the customer at the heart of business decision-making.

Alphera's win is testament to the finance provider's industry-leading innovation over the past 12 months to evolve not only its business, but also the wider sector, with a drive to guarantee transparency and fairness for customers.

Kirk Franks, head of national sales ALPHERA Financial Services, said: "The whole team at Alphera is celebrating our 'Car Finance Provider of the Year' award win. It is testament to everyone's hard work and determination over the past year. We set ourselves the challenge to really lead the motor finance industry in evolving the way we all work and I'm proud of how far we've come."

Samantha Cripps, head of sales development ALPHERA Financial Services, added: "We've been the first provider for the independent sector to introduce a new business model to ensure customers' needs are firmly at the heart of what we do. We did this through simplifying motor finance and putting fairness and transparency at the top of the agenda.

"We've worked closely with our broker and dealer partners and their support has been vital to our vision. This accolade from the Credit Today Awards joins our recognition as Independent Motor Finance Provider of the Year from Motor Finance Europe and tops

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off a great year. We will keep innovating to ensure we continue to lead the way – we have our sights set high!”

ALPHERA Financial Services provides wholesale and retail finance packages, as well as insurance products for new and used vehicles, via dealers and brokers throughout the UK. Its new business model is believed to be the first of its kind for the independent motor finance sector. The key feature of its new model is its simplicity. There are no customer fees, apart from a nominal option-to-purchase payment and commission is paid at a capped rate, regardless of the product, term or age of the vehicle.

Central to its new business model was ALPHERA Financial Services’ efforts to engage with dealers and brokers following the introduction of the new FCA guidelines last year. The business hosted a series of roadshows and events, as well as a free webinar, to help explain the changes. More than 2,000 dealers and brokers – not just ALPHERA clients – benefitted from the company’s activities.

ALPHERA Financial Services was also shortlisted in the ‘Treating the Customer Fairly’ category at the Credit Today Awards, which took place at a ceremony at Grosvenor House, London, on May 14th.

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For additional information or images, please contact Aimee Postle or Elizabeth Fisher at Prova PR on 01926 776 900 or aimeep@provapr.co.uk.

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Notes to editors:

About ALPHERA Financial Services

ALPHERA Financial Services UK is based in Hook, Hampshire. Alphera operates across the F&I sector with franchise dealers, independents and brokers for all marques (except BMW). Worldwide, Alphera provides innovative vehicle finance solutions in more than 25 countries, including the USA, South Africa, Australia and Germany. To find out more, visit www.alphera.co.uk.