



Paris, 4 June 2019

## LAUNCH OF THE ARVAL MOBILITY OBSERVATORY

**Corporate mobility is evolving rapidly and new solutions are developing fast. This is why the Corporate Vehicle Observatory becomes the Arval Mobility Observatory, providing independent, authoritative research to understand and anticipate changes affecting the world of mobility.**

Arval Mobility Observatory is launched today as a new, independent research and intelligence platform that provides a detailed, authoritative insights into the world of mobility. Replacing the French Observatoire du Véhicule d'Entreprise, which was first launched in 2002, and the previous international Corporate Vehicle Observatory, it brings a 360° and worldwide insight in mobility trends, solutions and their applications in daily life.

The change has been initiated in response to the ways in which business transportation is rapidly changing and developing. Today, it includes mobility solutions and travel options for individuals alongside established choices such as company vehicles, explained Yaël Bennathan, the newly appointed Head of the Arval Mobility Observatory.

She said: "The Arval Mobility Observatory is becoming a single, authoritative worldwide expert platform and think tank, observing, studying, interpreting and discussing expected developments in the area of mobility in the broadest sense. We are living exciting times and anticipating fundamental further changes in our industry and should embrace them fast."

Arval Mobility Observatory aims at providing detailed and accurate information to share with all kinds of audiences – not just larger companies but also smaller enterprises, individuals, car manufacturers, public institutions, students, media and others. It wants to contribute to society and the environment by helping all stakeholders in the chain to understand better the new mobility paradigm we evolve in, and support them to find their way in the jungle of increasingly more the mobility solutions available.

In an era where data are becoming an essential asset, the Arval Mobility Observatory will look at what the collection and use of data can bring to the understanding of mobility ecosystems, as well as to the optimization of resources and performance improvement.

Arval Mobility Observatory will be sponsored and supported by worldwide leasing and mobility specialist Arval, belonging to the BNP Paribas Group. Yaël adds: "The support of Arval for the observatory is very important for it to be successful. Arval is able to help us by sharing its data and expert insights, whilst respecting the autonomy and independence with which we intend to operate as a cross industry think tank and expert platform."

Alain Van Groenendael, Arval CEO, added: “At Arval, we are very pleased to be part of this project and we will make our expertise and data fully available, on an anonymous basis, to be able to share these with a broader expert community. Our view of the future is that mobility and established business transportation choices will operate side by side, and the information produced by Arval Mobility Observatory will be invaluable in helping us to plan that transformation and build the right partnerships across the industry. By doing so, we intend to serve our clients better in a world that will become increasingly connected across vehicles, industry actors and users of our mobility services. ”

---

**NOTE TO EDITORS, NOT FOR PUBLICATION:**

For more information please contact:

Valérie Estourgie  
Communication Advisor  
valerie.estourgie@arval.nl  
+31(0)30 602 44 44

**About the Arval Mobility Observatory:**

Arval Mobility Observatory is the new name for the company’s long-established Corporate Vehicle Observatory, widely recognised as one of the most authoritative think tank in the fleet and mobility sector. It aims at providing detailed and accurate information to share with all kinds of audiences, helping them to understand better the new mobility paradigm we evolve in, and supporting them to find their way in the jungle of increasingly more the mobility solutions available. Each year, the Arval Mobility Observatory produces its barometer, a comprehensive examination of trends in the The Netherlands and across Europe.

<http://www.arval.nl/corporate/arval-mobility-observatory>

**About Arval:**

Founded in 1989 and fully owned by BNP Paribas, Arval specialises in full service vehicle leasing. Arval offers its customers – large international corporates, SMEs and professionals – tailored solutions that optimise their employees’ mobility and outsource the risks associated with fleet management. More recently, Arval expanded its customer segments to individuals. Expert advice and service quality, which are the foundations of Arval’s customer promise, are delivered in 29 countries by around 7,000 employees. Arval’s total leased fleet adds up to 1,193,910 vehicles throughout the world (December 2018).

Arval is a founding member of the Element-Arval Global Alliance, the longest standing strategic alliance in the fleet management industry and the worldwide leader with 3 million vehicles in 50 countries. Within BNP Paribas, Arval belongs to the Retail Banking core activity.

[www.arval.com](http://www.arval.com)