

Beat: Automobiles

## **BNP PARIBAS PERSONAL FINANCE IS ENTRUSTED WITH FINANCIAL ACTIVITIES OF HYUNDAY**

**FROM NEXT 1ST JULY 2018 TO ENSURE GROWTH**

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**USPA NEWS** - Hyundai Motor has chosen to work from 1st July 2018 with a new partner, BNP Paribas Personal Finance, Europe's No. 1 in consumer credit, in search of a unique partner for Hyundai Finance and Hyundai Leasing. The joint objective of this partnership agreement between Hyundai Motor France and BNP Paribas Personal Finance is to ensure the growth of Hyundai Motor in France.

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**HYNUDAY MOTOR FRANCE BUILDS UP PARTNERSHIP WITH BNP PARIBAS PERSONAL FINANCE TO CONQUET NEW MARKET SHARES**-----

To ensure the development of the brand's growth on the French market and to conquer new market shares in both the retail and business sales segments, Hyundai Motor France has decided to work with BNP Paribas Personal Finance to manage its B2B and B2C activities. This alliance will enable the brand to offer its private customers particularly competitive financing solutions in line with changing consumption patterns.-----

For the 180 distributors of the Hyundai network, the expertise of BNP Paribas Personal Finance will be a major asset and will participate in the implementation of modern offers and CRM tools while offering a full range of automotive financing products: loans Consumers, leases, financing and insurance products of distributors, always with the aim of optimizing the customer experience. In addition to financing for individuals, BNP Paribas Personal Finance will deploy its inventory financing offers throughout the network of distributors.

For the companies, this agreement will contribute to continue the development initiated with Hyundai Leasing which posted at December 31, 2017 a strong progression, + 30%. Hyundai in France is 29,670 registrations in 2017, a record penetration among the general brands of 64.5% in the retail market (national average 48%) and a steady increase and faster than the market for its penetration on the business segment.

**LIONEL KEOGH IS MANAGING DIRECTOR OF HYUNDAI LOTOR FRANCE**-----For Lionel French Keogh, Managing Director Hyundai Motor France, "In a rapidly changing environment, automotive services will be essential to meet the mobility needs of French people. We are therefore proud to join forces with BNP Paribas Personal Finance, a leading French and European partner, and are confident that our complementary expertise will make this new partnership a success, both for our network and for the Hyundai brand. La France "

**CHRISTOPHE MICHAELI IS DIRECTOR OF BNP PARIBAS PERSONAL FINANCE FRANCE AUTOMOTIVE** -----

For Christophe Michaëli, Director of BNP Paribas Personal Finance France Automotive Market, "This new partnership with an emblematic manufacturer is the recognition of our expertise in distribution networks. The combined experience of Hyundai and BNP Paribas Personal Finance in automotive financing will serve Hyundai distributors and customers and support the development of the brand. " It is from 1 July 2018 that this agreement will come into force. In the meantime, Hyundai will continue to work with the CGI to offer the most competitive commercial offerings and support the brand's sales in the second quarter.

**ABOUT HYUNDAY MOTOR FRANCE**-----

Become a subsidiary since January 3, 2012, Hyundai Motor France registered 29,570 registrations in 2017, an increase of 5% vs 2016. With a wide range of cars, reliable, innovative, economical and environmentally friendly, responding perfectly to customer

expectations, Hyundai is now a generalist manufacturer. Each of the 15 models that make up its range, city cars, sedans, minivans, or recreational vehicles, is distinguished by a unique comfort, an exceptional level of equipment

**Article online:**

<https://www.uspa24.com/bericht-12996/bnp-paribas-personal-finance-is-entrusted-with-financial-activities-of-hyunday.html>

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