

Our business model

A unique proposition

Our objectives underpin the core Scheme proposition, ensuring that through our people and our partners, we meet the needs of today's and tomorrow's customers.



How we add value

Our customers

- We aim to deliver value and an excellent service for customers by providing an affordable, consistent, worry-free leasing proposition which is universally available across the UK.
- Our proposition is delivered in a sustainable manner to ensure that we meet the needs of today's and tomorrow's customers.

Our people

- The way we work is central to delivering and meeting the needs of our customers.
- Our employees believe passionately in what we do, underpinned by a strong and supportive culture.
- We aim to recruit and retain the talent needed to maintain our strong performance over the long term.

Our partners

- Working with our key partners we provide worry-free mobility offering: servicing, breakdown assistance, insurance, tyre and windscreen replacement.
- We have developed strategic relationships with mainstream car manufacturers and support specialist training across the UK dealership network.

649k

Customers on the Scheme

98%

Worry-free motoring satisfaction rating

94%

Employee engagement (measured during lockdown)

8.45%

Talent retention is high with regretted attrition just above 8%

>30,000

Jobs linked to the scheme

£3.1bn

Purchases from UK dealers