

Arval Luxembourg pledges to plant 10,000 trees in Luxembourg with Reforest'Action

Arval Luxembourg, a major player on the operational lease market for company cars in Luxembourg, is strengthening its commitment to Corporate Social Responsibility (CSR) by supporting Reforest'Action, a social enterprise whose primary mission is to **raise awareness and protect forests**.

As part of this commitment, Arval is pledging to plant 10,000 trees in Luxembourg over the 2020/2021 planting season.

Many of Luxembourg's forests have been adversely affected by climate change and damaged by diseases and insects. Planting trees is essential, therefore, and doing so will benefit the local area in a number of ways: by capturing CO₂ in the trees and forest floor, creating a habitat for biodiversity, generating oxygen through photosynthesis, and lastly creating local jobs associated with planting and managing trees right through to maturity. Reforest'Action is currently working on identifying plots on which to plant trees; it selects forestry projects based on precise specifications that include a requirement to choose a variety of species suited to the local ecosystem.

This initiative mirrors Arval Luxembourg's milestone of putting 10,000 vehicles on the roads, which it achieved in H2 2020 thanks to a strategy with a firm focus on client satisfaction and providing a high-quality service every day. This means that Arval Luxembourg's fleet has almost doubled in under four years. By reaching this milestone, Arval has strengthened its position as a major player on Luxembourg's operational lease market.

"Whether through concrete actions relating to the energy transition or green transport, it is our duty to have a positive impact in everything we do. Planting 10,000 trees can only help us put down deeper roots in Luxembourg and serve as tangible proof of our strong commitment to CSR. This initiative also symbolises the unbreakable bond between us and our clients and the trust they place in us, both of which are well grounded – just like the trees that will be planted!" says Gerry Wagner, Managing Director of Arval Luxembourg.

About Arval Luxembourg

Established in 1997, Arval Luxembourg is one of the leaders in multi-brand leasing of corporate vehicles in the Grand Duchy of Luxembourg. Part of the BNP Paribas Group, Arval Luxembourg offers its customers – individuals, professionals, SMEs, large international groups and public sector bodies – dedicated solutions designed to optimise staff mobility and to outsource the risks associated with the management of their vehicle fleet. Expert advice and a high-quality service, the foundations of the Arval brand promise, are delivered by our employees every day. Under the direction of Gerry Wagner, Arval Luxembourg had more than 10,000 vehicles on lease at the end of 2020. www.arval.lu

About Arval

Arval specialises in full service vehicle leasing and new mobility solutions, leasing 1.3 million vehicles globally by the end of December 2019. Every day, more than 7,000 Arval employees in 30 countries offer flexible solutions to make



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journeys seamless and sustainable for its customers, which range from large international corporates to smaller companies and individual retail clients.

Arval is a founding member of the Element-Arval Global Alliance, a worldwide leader in the fleet management industry, with 3 million vehicles in 50 countries. Arval was founded in 1989 and is fully owned by BNP Paribas, within the Group, Arval sits within its Retail Banking & Services division.

www.arval.com

About Reforest'Action

Reforest'Action, the forest specialist, is a B Corp-certified company dedicated to preserve, restore and create forests in France and around the world, in response to the climate emergency and biodiversity loss. To do this, Reforest'Action selects forestry projects and supports them financially, guaranteeing their quality, in order to develop their environmental, social and economic multi-functionality in the long term. Reforest'Action's mission is made possible thanks to crowdfunding by individuals and businesses. Since its creation in 2010, Reforest'Action has planted and protected more than 10 million trees in 25 countries, raised awareness of the importance of forests among 20 million people, and created a positive impact on the living conditions of more than 150,000 people around the world. For more information, please see: www.reforestaction.com

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