

FOR IMMEDIATE RELEASE

Eurofinas welcomes the Danish Finance and Leasing Association (*Finans og Leasing*) as a full member

BRUSSELS, 22 January 2010 – Eurofinas, the trade body representing the specialised consumer credit providers at European level, has just welcomed the Danish Finance and Leasing Association (*Finans og Leasing*) as a full member. The Federation now comprises 17 member associations active in 17 European countries, all sharing one voice in Brussels.

Pedro Guijarro, Chairman of Eurofinas commented: “I am delighted that the Danish Finance and Leasing Association has decided to join Eurofinas. With the Finnish, Norwegian and Swedish associations, and now *Finans og Leasing*, we benefit from a very well organised and strong Nordic representation.”

“Joining Eurofinas provides us with additional leverage to safeguard and promote the interests of our members, as well as to contribute to the policy-shaping process at European level, especially when dealing with such important issues as the transposition and implementation of the Consumer Credit Directive, responsible lending and borrowing, and data protection” explained Christian Brandt, Director General of the Danish Association.

“The coming on board of the Danish Association, only one year after the Romanian Association ALB, will definitely create additional opportunities to build expertise, and reinforce Eurofinas’ clout vis-à-vis its key interlocutors. This is essential as the challenges ahead are numerous. We are looking forward to closely cooperating with our new Danish member” added Tanguy van de Werve, Director General of Eurofinas.

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About Eurofinas

Eurofinas, the European Federation of Finance House Associations, is the voice of the specialised consumer credit providers in the EU. As a Federation, Eurofinas brings together associations throughout Europe that represent finance houses, specialised banks, captive finance companies of car, equipment, etc. manufacturers and universal banks. The scope of products covered by Eurofinas members includes all forms of consumer credit products such as personal loans, linked credit, credit cards and store cards. Consumer credit facilitates access to assets and services as diverse as cars, studies, furniture, electronic appliances, etc. It is estimated that together Eurofinas members financed over 400 billion euros worth of new loans during 2008 with outstandings reaching 745 billion euros at the end of the year.