

**FOR IMMEDIATE RELEASE**

**iVendi joins Eurofinas as an Associate Member**

**Brussels, 17 August 2021** – Eurofinas, the voice of consumer credit providers at European level, is pleased to announce that iVendi has joined the Federation as its latest associate member.

iVendi delivers a fully connected software solution to aid the retailing of new and used vehicles both online and in the showroom. Their products are utilised by motor retailers, lenders and OEM's to facilitate their vehicle transactions, with a focus on ease of use, compliance and data security from quote to payout. They work with car, van and motorbike manufacturers across the UK and Europe, and their software is used by more than 10,000 auto retailers across the UK alone.

Paul Bennett, Director of International Business Development at iVendi said: “We are delighted to join Eurofinas as an associate member. We look forward to actively engaging with their membership, in particular working with representatives from the automotive finance sector to showcase our expertise in connected retailing and assist them in addressing the challenges of digital transformation. In so doing, add considerable value to their B2B and B2C offerings in what is an increasingly competitive digital landscape”.

Eurofinas Director General, Anne Valette, said: “We are very pleased that iVendi is becoming part of our dedicated group of Eurofinas Associate Members. Their expertise in the automotive finance world will no doubt be of great added value to the Federation as well as our network of members. We are excited to work with their organization going forward.”

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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, point of sale credit, credit cards and store cards. Consumer credit facilitates access to assets and services as diverse as cars, studies, furniture, electronic appliances, etc. Eurofinas members financed more than €400 billion worth of new loans during 2020 with outstandings reaching over €1.1 trillion euros at the end of the year. More information on Eurofinas activities available at [www.eurofinas.org](http://www.eurofinas.org).

**More about iVendi at <https://ivendi.com/>**

To find out more about our associate member programme, please visit  
<https://www.eurofinas.org/membership/associate-members>