



## **PRESS RELEASE**

### **ARVAL is launching Dive4Life training program**

ARVAL Romania, one of the most known entities on the Romanian market of operational auto leasing with full services included, is launching Dive4Life training program, created with the aim to reduce the rate of accidents, costs and time and, above all, to help acknowledge the impact that defensive driving has on the environment.

The many concerning statistics about the number of people injured or deceased in accidents are the reason for which ARVAL group has put together a training program for drivers. The objective: to teach them how to drive under maximum security and pay respect to the nature.

Drive4Life is a program designed for ARVAL clients that wants to inform drivers on the safety regulations in traffic and to convince them to apply the information learned, understanding the serious consequences that not applying the rules can have.

The program has two components:

- Training Drive4Life – theoretical part about traffic safety and eco driving
- Coaching Drive4Life – practical application of the safety driving with test drive

ARVAL Romania has the support of two well-known pilots in this program: George Grigorescu and Edwin Keleti are champions in many rally courses and are the ones that accompany the trainees on the training tracks.

“We offer to all ARVAL Romania clients the best consultancy regarding all fleet management: risk prevention, sustainability, the most detailed analyze and several opportunities to reduce costs. Now, we add to all that the Drive4Life program and hope it will have a noticeable impact on the business of our clients by reducing the number of serious accidents and making savings for the fleet maintenance”, said ARVAL Romania Managing Director, Christian Busch.

Several programs to raise awareness on the safety and eco driving have been implemented by ARVAL in many European countries: Austria, Belgium, Denmark, Swiss, France, Germany, Greece, Italy, Great Britain, Norway, Holland, Poland, Portugal, Spain, Hungary. The results have soon made a difference. In Great Britain alone the accidents have decreased with 37% and the maintenance costs were reduced with 14%.



## **About Arval**

Founded in 1989, Arval specializes in full service auto operational leasing, offering companies tailored solutions that optimize their employee's mobility and outsource the risks associated with fleet management. Arval is market leader in France and Italy. Arval has businesses in 34 countries, with 22 units, 4,000 employees and in 12 other countries through its network of partners. Arval Romania was founded in 2006.

By the end of 2010, Arval's fleet was of 3,500 vehicles, with 30% more than 2009 and a turnover of Euro 21 million, 40% more than the previous year. Arval's total leased fleet adds up to 667,500 vehicles throughout the world (December 2010). Arval is part of BNP Paribas Group, the European leader in banking services and one of the first six banking groups in the world, according to Standard & Poor's. For more information please access [www.arval.ro](http://www.arval.ro)

For more information, please contact:

Scriptmedia

Ruxandra Florea – [ruxandra@scriptmedia.ro](mailto:ruxandra@scriptmedia.ro) / 021 320 41 21 / 021 320 35 25

