



MOTOR FINANCE EUROPE 2009

Conference & Expo

13 March 2009 • Marriott Grosvenor Square, London



In association with

Motor Finance

www.motorfinanceonline.com

The leading motor finance news magazine for the UK and Europe

Exhibitor

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www.motorfinanceeurope.com

Following on from 2008's highly successful event, Motor Finance Europe 2009 will give executives from the motor finance and fleet worlds the knowledge and tools they need to stay ahead of the competition.

As penetration levels of point-of-sale motor finance rise and used car sales volumes fall, providers of car finance must work harder than ever to attract and retain customers. The challenges facing motor financiers and dealers are formidable, but there are still opportunities out there to capture and grow your business.

Fleets have been hit hard by a rising tide of regulation, collapsing residual values, and a

contraction in driver numbers as firms shed staff. Fleet customers across Europe are looking for flexibility above all, and lessors that do not respond to their customers' changing needs will lose out.

But in these turbulent times, businesses may prefer the peace of mind that comes from leasing rather than owning company vehicles, meaning contract hire could become more popular, and opening up new markets for fleets.

KEY THEMES

PLENARY SESSION ONE

The impact of the credit crunch on motor finance: challenges and opportunities

- How to get funding
- Falling residual values
- Lack of consumer confidence
- Spreading the costs

PLENARY SESSION TWO

Changes to regulation affecting motor finance

- How captives are benefiting from Block Exemption Regulation changes
- EU Consumer Credit Directive
- IASB/FASB lease accounting project

PLENARY SESSION THREE

New opportunities

- Emerging markets – focusing on Central and Eastern Europe
- Cross-selling opportunities through M&A
- The interest from private equity
- Partnership leasing
- Benefits from F&I

PLENARY SESSION FOUR

Review of the industry

- Distribution channels
- Customer relationship management
- The future of sub-prime
- Points of sale
- Marketing to SMEs



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WHO SHOULD ATTEND

- Auto finance/leasing CEOs and senior executives
- Marketing managers/executives
- Motor dealers, F&I managers
- Brokers
- Operations directors/managers
- Legal advisers to the motor finance industry
- E-commerce managers
- Senior risk managers
- Product managers
- Sales managers
- Industry suppliers and business partners

WHY YOU SHOULD ATTEND

- Discover the latest market innovations
- How to fight the low residual values which are causing problems for fleets and finance houses
- Dealing with high fuel prices
- How new regulations (especially CO₂-based legislation) will shape the market
- Opportunities in emerging markets
- Captives: is now their time to shine?
- Learn how to improve customer loyalty

WHAT YOU WILL GET

An outstanding event at which international lenders and lessors can engage in frank and thought-provoking conversation on issues that concern the industry, via in-depth forums and unparalleled networking opportunities, with how to maintain profitability during turbulent times always top of the agenda.

SPONSORSHIP OPPORTUNITIES

For a tailored sponsorship package please contact:

LESLEY FRYER Tel: +44 (0) 20 7563 5687
Email: lesley.fryer@vrlfinancialnews.com

DANIEL GREENWOOD Tel: +44 (0) 20 7563 5604
Email: daniel.greenwood@vrlfinancialnews.com

BRING THE TEAM!

4 delegates for the price of 3

See booking form overleaf for details

SPEAKER PROFILES



DAVID BETTELEY
Managing director, TFSUK
Vice president, EAR

David Betteley began his career in the financial services industry in 1976 by joining Lloyds & Scottish Finance, which later became Lloyds Bowmaker, where he held a number of management positions during 1980s. As managing director of TFS he facilitated the setting up of Toyota's own finance business in the UK and the signing of a five-year service agreement with Lloyds UDT to provide the back office services to finance Toyota's customers. In addition to his role as MD in the UK, David is now vice-president of TFS's operations for the UK, the rest of Europe and Africa. David became chairman of the Finance & Leasing Association in May 2007.



CHRIS SUTTON
Managing director, Black Horse

Chris Sutton has been in banking for over 30 years, having originally joined Midland Bank on their sponsored graduate programme. He later moved to TSB and following the Lloyds TSB merger and recent acquisition of HBOS finds himself in the newly created Lloyds Banking Group. With a variety of roles, primarily in UK retail banking, he has held a number of senior executive positions in the last 15 years in the retail branch network of LloydsTSB and its UK private banking arm. He was responsible for Lloyds TSB's expatriate banking business, with staff across the globe before going on to become managing director of Black Horse Motor & Leisure business in June 2008.



OLIVIER FOSSION
Head of international sales, ALD Automotive

Olivier Fossion graduated in 1994 with a masters degree in Business Economics (Commercial Engineer) from the University of Leuven, Belgium. After holding a range of sales positions at ALD Belgium, Olivier began working at international group level in 2001. In his current position of sales director, he is in charge of both international customers and sales overall for ALD Automotive.



SERGEY DIANIN
Managing director, ARVAL Russia

Sergey Dianin holds a masters degree in Engineering and a Professional Diploma in Business from the Open University, UK. Sergey specialises in management, sales and marketing. He held the position of national sales manager at Glaxo SmithKline Consumer Healthcare from 1997 to 2002, and then moved to ROLF Leasing, a Russian automotive leasing company, as managing director. In 2005, he was appointed as general manager of ARVAL Russia, a full service automotive leasing company, and part of BNP Paribas, the international banking group.



ANDREW BRAMELD
National sales director, Barclays Partner Finance

Andrew Brameld is the director for Barclays Partner Finance, a trading name of Clydesdale Financial Services Limited, a wholly owned subsidiary of Barclays Bank PLC. Andrew previously worked for Chartered Trust, Lombard and latterly, First National. He joined the industry in 1991 and has worked in most areas of motor finance within his career, being involved in many manufacturer joint venture schemes as well as the pure independent market place. Andrew also takes an active role within the Finance and Leasing Association currently focusing on initiatives to drive the point of sale market forwards.



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CONFERENCE & EXPO

3 WAYS TO BOOK

1. Telephone +44 (0) 20 7563 5640
2. Fax this completed form to: +44 (0) 20 7563 5601
3. Online www.motorfinanceeurope.com

PRICING INFORMATION

(please tick)	£
<input type="checkbox"/> Conference	750
<input type="checkbox"/> VRL customer rate	675
<input type="checkbox"/> Bring the team (4 for 3)	2250
<input type="checkbox"/> Subscription to Motor Finance + one conference place (save 20%)	875
<input type="checkbox"/> Leasing Life Industry Report + one conference place (save 20%)	960

PLEASE REGISTER THE FOLLOWING DELEGATE

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REGISTRATION INFORMATION

What is included in the fee? Registration fees cover participation at the one day conference and expo (unless stated otherwise at time of booking)

Venue: The event is being held at the Marriott Grosvenor Square, London, W1K 6JP, +44 (0) 20 7493 1232.

How do I pay? Registration fees must be received as cleared funds no later than 5 working days (5 March 2009) prior to the event.

Can I cancel my registration? Substitutions may be made in writing at any time and will incur no penalty fee. Cancellations without a substitute delegate received on or before **13 February 2009** will be subject to a 20% cancellation charge. Delegates cancelling after this date without a substitute delegate will be required to pay the full fee and no refund will be made. Cancellations must be received in writing or via email and will not be accepted over the phone. In the unlikely event that the conference is cancelled, the liability of VRL Ltd will be limited to a full refund of the registration fee, provided that the circumstances of cancellation are within the reasonable control of VRL Ltd. For full terms and conditions please visit our website.

Data Protection Act: The information you provide will be held on our database and may be used to keep you informed of our, and our associate companies', products and for selected third party mailings. Please tick the box if you would prefer not to be contacted for these purposes by:

- The Organisers
 Other parties selected by us.

Disclaimer The Organisers reserve the right to alter the programme as necessary. Times are also subject to change. Speaker names are correct at time of going to press.

SPONSORSHIP ENQUIRIES

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FORTHCOMING ASSET FINANCE EVENTS IN OUR 2009 CALENDAR

- Vendor Finance, early July, Prague
- Asset Finance Distribution, November, Berlin

Visit www.vrlfinancialnews.com/events for more information