

Press release

Partnership for a strong automotive trade: Creditplus becomes a supporting member of the VAD

- **Strong partner:** Creditplus becomes a member of the VAD and supports the industry interest group.
- **Common goals:** As an automotive bank, Creditplus relies on political participation and market-oriented framework conditions for sustainable success in the automotive trade.
- **Future-oriented:** Creditplus is a reliable financing partner that actively promotes the development of the German automotive trade sector.

Stuttgart, xx. January 2026. Creditplus Bank AG is a member of the Association of German Automobile Dealers (VAD) and thus sends a clear signal of its attachment to the German automobile trade. As an experienced financing partner of the industry, Creditplus would like to support the work of the still young association and make an active contribution to strengthening the interests of dealers.

Creditplus as an active co-creator of the industry

The VAD represents the interests of more than 6,000 independent car dealers in Germany and is committed to a realistic and market-oriented framework at the political level in Berlin and Brussels. As a sponsoring member, Creditplus supports this important work both financially and in terms of content.

"As an automotive bank, we see ourselves as a strong partner for trade. The VAD bundles relevant topics and addresses them where they need to be heard – in politics. It is precisely this platform that is needed, and this is exactly the work that we as Creditplus want to actively support. We see ourselves as a co-creator that strengthens trade and promotes the further development of the industry," says Christian Frey, Chief Commercial Officer at Creditplus Bank.

Shared values: Technology openness and customer focus

The VAD stands for a market-based approach to the transformation of mobility – under the motto "Yes to electromobility, but without coercion". The association calls for realistic framework conditions instead of rigid requirements: an accelerated expansion of the charging infrastructure, transparent charging current prices and technology openness. Creditplus shares this attitude as a financing partner that experiences the needs and realities of retailers and end customers on a daily basis. "The automotive industry is undergoing profound change. In this phase, strong associations that

competently represent the interests of the retail sector are needed," emphasizes Roman Heinrich, Head of Automotive at Creditplus Bank.

About the VAD – Association of German Automobile Dealers

The VAD was founded in 2025 and sees itself as a new, independent voice for German car dealers. The association is committed to fair manufacturer relations, the reduction of bureaucracy, technology openness in the mobility transition and attractive framework conditions for the automotive trade. With its political work in Berlin and Brussels, the VAD wants to secure the future viability of the industry and strengthen the role of the retailer as a competent mobility service provider.

[Further information on the VAD](#)

About Creditplus Bank AG:

Creditplus Bank AG is a highly specialized consumer credit bank with business areas of sales financing, direct business and dealer financing. The bank, headquartered in Stuttgart, has 21 branches and more than 700 employees nationwide. Creditplus Bank AG is part of the Crédit Agricole Group through the French consumer finance group Crédit Agricole Personal Finance & Mobility. It is one of the leading retail banks organized in the banking trade association. The bank has a multi-channel system that connects the distribution channels branches, internet, sales financing, dealer purchasing financing and partner banking.

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