

Press release

Creditplus Bank expands its commitment in the bicycle sector and cooperates with MV Agusta Operations GmbH

- **Italian premium brand with racing tradition**
- **Stuttgart-based consumer specialist takes over sales financing**
- **Further growth planned in the German market**

Stuttgart, 30 March 2026. Creditplus Bank AG is further expanding its commitment in the two-wheeler segment and is acquiring another strong cooperation partner, MV Agusta Operations GmbH. From now on, Creditplus will take over sales financing for the motorcycle dealers of the premium brand MV Agusta in Germany.

Italian premium brand with racing tradition

MV Agusta S.p.A. is a traditional Italian motorcycle manufacturer from the premium segment. The company was founded in 1945 and made a name for itself in racing at an early age. MV Agusta currently works with around 250 dealers worldwide and also cooperates in Germany with selected top dealers. In future, these will be supported by Creditplus Bank with tailored financing offers. MV Agusta Operations GmbH's range of services includes the trading of new and used motorcycles, the purchase and sale of spare parts and accessories as well as repair and service services.

Partnership for further growth in the German market

With this new cooperation, Creditplus Bank is strengthening its position as a financing partner for the automotive and two-wheeled sector. The aim is to provide MV Agusta dealers in Germany with flexible, digital and customized sales financing solutions and thus further promote the sale of premium motorcycles.

"MV Agusta is one of the top brands in the two-wheeler segment and is pursuing ambitious growth targets in Germany as well," says Christian Frey, Chief Sales Officer at Creditplus Bank AG. "More than 60 years of experience and our high degree of digitalization make us the ideal partner for the automotive and motorcycle industry. We are very much looking forward to working together."

"We would like to support our dealer network in Germany specifically with suitable financing solutions," adds Sascha Renner, brand manager MV Agusta DACH at MV Agusta Operations GmbH. "We are therefore delighted to have an experienced and reliable partner at our side with Creditplus Bank."

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.

About MV Agusta Operations GmbH:

MV Agusta Operations GmbH is the sales and marketing company of MV Agusta for Germany, Austria and Switzerland. As a 100% subsidiary of MV Agusta S.p.A., it is the link between the dealers and the parent company. MV Agusta Operations GmbH provides sales, marketing and after-sales support to dealers. Dealer network development for the DACH area is also being promoted by MV Agusta Operations GmbH, based in Cologne.

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