

press release

Creditplus Bank and RSA Deutschland GmbH enter into new partnership for sales financing of JAC MOTORS

- Creditplus enters into cooperation with established vehicle importer
- JAC MOTORS is one of the leading Chinese manufacturers in the field of electromobility
- Stuttgart-based credit specialist supports market entry in Germany

Stuttgart, 23 April 2026. Creditplus Bank AG and RSA Deutschland GmbH announce their new partnership. From now on, the Stuttgart-based credit specialist will take over sales financing for the JAC MOTORS brand dealers in Germany. With this cooperation, Creditplus is supporting the expansion of the Chinese automotive brand on the German market and contributing its many years of experience in sales financing. The partnership is in line with Cr dit Agricole's ambition: the French banking group aims to bring the proportion of electric vehicles financed to a level 10 percentage points above the European average.

Experienced importer with strong dealer base

The RSA Group is a Norwegian car importer with a history dating back to 1936. Today, the RSA Group has 17 locations in 15 countries and works with more than 300 dealers across Europe. The brand portfolio includes Suzuki, KGM and BYD, among others. In the future, RSA Germany, in cooperation with Creditplus Bank, will import the JAC MOTORS brand from China into Germany and continue to drive its market entry and dealer development across the country.

JAC MOTORS as a global brand with a broad portfolio

JAC MOTORS was founded in 1964 in Hefei as a manufacturer of trucks. Today, the company is one of the leading Chinese manufacturers in the field of electromobility and has a comprehensive product portfolio. This ranges from trucks, MPVs, SUVs and sedans to buses and light commercial vehicles – with both classic and new drive technologies.

In 2025, the brand started with 15 dealers in Germany. The dealer network is to be expanded to up to 175 locations by 2028. The goal is an optimal brand presence and market penetration – among other things through the cooperation with Creditplus Bank and its customized financing solutions.

"We are very pleased to have gained a strong and experienced partner with RSA Germany," says Christian Frey, Chief Sales Officer at Creditplus Bank AG. "JAC MOTORS convinces with a wide range of models and thus offers new opportunities for dealers, customers and customers in Germany."

"By 2028, JAC MOTORS' dealer network is to be expanded to include up to 175 dealers in Germany. We are pleased to have a reliable and experienced partner at our side in this

project with Creditplus Bank," adds Michael Kuloge, Managing Director and Country Manager RSA Deutschland GmbH.

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 RSA Deutschland GmbH:

RSA Germany is part of the northern European RSA Group based in Norway, a long-established automotive importer with activities in 13 European countries and over 300 contractual partners. The group has decades of experience in brand development, dealer development and international vehicle sales.

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