



## PRESS RELEASE

### **Agos Renting launches RELOVE**

#### **A long-term rental solution for used cars that enhances the dealer's role and broadens access to sustainable mobility**

Milan, 2 June 2026 – Agos Renting introduces **RELOVE**, its new long-term rental solution dedicated to the used car market.

RELOVE has been designed to address evolving consumer mobility needs through a circular model that combines affordability, flexibility and predictable costs. At the heart of the entire proposition is the dealer, playing a central role within a service ecosystem created to strengthen its advisory role and deepen customer relationships.

#### Responding to a changing automotive market

Over the past few years, the automotive market has undergone a profound transformation. Uncertainty surrounding average vehicle prices, together with growing demand for pay-per-use mobility solutions, has significantly reshaped customer expectations.

Today, customers entering a dealership are no longer simply looking for a car, they are looking for a mobility solution that fits their household budget while offering flexibility and long-term financial sustainability. Within this context, used vehicles are experiencing a genuine renaissance, evolving from a secondary alternative to new cars into an increasingly conscious, accessible choice.

RELOVE has been developed precisely to support this market evolution by placing used vehicles at the centre of the long-term rental proposition.

#### Used cars become a new mobility experience

Agos Renting's solution challenges traditional perceptions of used vehicles by offering customers an all-inclusive formula featuring:

- comprehensive services for worry-free vehicle management;
- fixed, transparent monthly payments that are easy to budget;
- maximum flexibility to meet the different needs of private customers and professionals;
- significantly greater affordability compared with renting a new vehicle.

The objective is to democratise access to quality mobility, enabling a broader customer base to benefit from the operational and financial advantages of long-term rental.

#### Dealers at the heart of the model

One of RELOVE's defining features is the central role assigned to Agos Renting's network of partner dealers.

The solution has been designed to help dealers optimise stock rotation while creating additional business opportunities by turning potential lost sales into new revenue streams. Whenever the quotation for a new vehicle exceeds a customer's budget or expectations, RELOVE enables dealers

to offer an immediately available, high-quality alternative, preserving the customer relationship and reinforcing the dealer's position as a trusted mobility advisor.

Through the Virtual Garage platform, dealers can maximise the value of their vehicle inventory within a simple and efficient digital ecosystem.

The model has also been engineered to simplify everyday administration. Streamlined procedures, fast quotations and simplified vehicle inspections allow partners to devote more time to customer consulting while significantly reducing administrative workload.

### A broader vision of sustainability

RELOVE embraces sustainability through a holistic approach.

Alongside environmental responsibility, the solution addresses economic sustainability, an increasingly important consideration for households and professionals facing a challenging macroeconomic environment.

At the same time, long-term rental of used vehicles can become a powerful accelerator of the energy transition. RELOVE represents an ideal bridge for customers who may still be hesitant about electrified mobility, enabling them to overcome traditional barriers and experience hybrid and electric vehicles with maximum flexibility and limited financial commitment.

### Building long-term relationships

To support the launch of RELOVE, Agos Renting has kicked off a nationwide roadshow involving its partner network across four regions—Tuscany, Sicily, Lombardy and Lazio—from June through November 2026.

The events provide an opportunity to discuss the evolving mobility market and explore the opportunities created by long-term rental for used vehicles. During each stop, Agos Renting presents the RELOVE model, demonstrating how used vehicles can become a strategic growth driver while expanding access to more sustainable, flexible and affordable mobility.

Through RELOVE, Agos Renting reaffirms its commitment to developing innovative solutions for the automotive sector, providing its network of approximately 1,000 dealers with a business model that combines economic sustainability, innovation and long-term customer value.

*«RELOVE is a practical solution that helps dealers retain business opportunities, maximise the value of their assets and continue to serve as trusted advisors to customers whose expectations are rapidly evolving. At a time of profound transformation for the automotive market, we want to stand alongside our dealer partners with solutions that genuinely work. Used vehicles are becoming a strategic asset for making mobility more accessible and barrier-free.»* **Valerio Papale, CEO, Agos Renting.**

### **Agos Profile**

Agos is a leading finance company in personal, consumer and mobility credit - present in Italy for over 35 years - 61% owned by Crédit Agricole through Crédit Agricole Personal Finance and Mobility and 39% by Banco BPM. With more than 200 branches and about 2,000 employees, Agos accompanies customers in the realisation of projects at different moments of their lives and supports partners in different markets with omnichannel services and solutions such as personal loans, finalised loans, credit cards, fifth salary transfer, leasing, renting and a wide range of insurance services. Innovation is for Agos a way to make the company dialogue with the external context in the sign of quality and simplification. Agos is strongly committed to a path of environmental, social and economic sustainability with the desire to be and be recognised as a company that carries out its activities with respect for people, territories and the environment, concretely in everyday life as well as in major transformations.

More information at [www.agoscorporate.it](http://www.agoscorporate.it)

**Agos Renting Profile**

Agos Renting is the company of Agos dedicated to long-term rental, created to respond to new mobility needs with flexible, customisable and sustainable solutions. Through an innovative model, Agos Renting offers customers a thoughtless experience, with modular fees that allow the customer to choose duration, mileage and additional tailor-made services. More information at [www.agosrenting.it](http://www.agosrenting.it)

**Press Office Contacts**

[bb-relazioni.esterne@agos.it](mailto:bb-relazioni.esterne@agos.it)

[relazioniesterne@credit-agricole.it](mailto:relazioniesterne@credit-agricole.it)