



Leasys UK partners with Dealer Auction to launch new data-led remarketing strategy

- Up to 5,000 ex-contract hire vehicles will be made available annually via the Dealer Auction platform
- New partnership gives UK retailers instant access to Leasys' ex contract hire cars
- Ensures Stellantis' franchise networks have the best support for customer demand

London, June 1, 2026 – Leasys UK has partnered with Dealer Auction, the award-winning digital remarketing platform, to support the sale of its ex-contract hire vehicles through a data-led remarketing strategy.

The partnership will see up to 5,000 Leasys vehicles made available annually through Dealer Auction's platform, giving Leasys access to over 5,000 active trade buyers across the UK.

Using data and market insight, Dealer Auction will promote Leasys stock to relevant buyers through a combination of closed, franchise-specific and the open networks, helping match vehicles with dealers actively looking for stock that fits their forecourts.

This targeted strategy is designed to support a more effective route to market for Leasys, help improve speed to sale, increase stock visibility, drive buyer engagement and maximise returns.

Shane Coomber, Managing Director of Leasys UK, commented: *"It has never been more important for brands to support their franchise networks in obtaining quality used vehicles for onward sale to customers. This partnership ensures that Leasys UK's high-quality, used ex-rental or fleet vehicles are easily accessible to both franchise networks and independent retailers across the United Kingdom."*

Le Etta Pearce, CEO of Dealer Auction: *"Leasys is keen to support franchise networks while still reaching active trade buyers. This targeted approach to remarketing is where Dealer Auction can add real value, using closed network capability, data and market insight to help put the right stock in front of the right buyers, at the right time and at the right price point. Together, we're creating a more strategic route to market, designed to increase buyer engagement, improve speed to sale and maximise returns for both the buyer and the seller."*



PRESS RELEASE

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Leasys

Leasys, a joint venture between Stellantis and Crédit Agricole Personal Finance & Mobility, offers mobility solutions which range from short, medium and long-term rentals to management systems for company fleets, guaranteeing efficient, rational, safe and sustainable mobility. Created out of the merging of two leading companies in the sector, Leasys and Free2Move Lease, the new company has established itself as a pioneer of the new idea of fluid, integrated and global mobility designed for individuals, professionals and companies of all sizes. Leasys boasts of a managed fleet of over 950,000 vehicles which is already operational in 11 European countries: Italy, Spain, France, UK, Germany, Belgium, Netherlands, Portugal, Poland, Luxembourg and Austria.

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