



LeasePlan partners with Land Life Company to help make every trip carbon neutral

Geneva and Amsterdam, 13 September 2018: LeasePlan Corporation N.V., a global leader in Car-as-a-Service, has signed an agreement at the Global Climate Action Summit in San Francisco with Land Life Company, a leading nature restoration venture, to help LeasePlan customers make their trips carbon neutral.

Under the partnership, LeasePlan customers will be able to offset their fleet emissions through Land Life Company's innovative reforestation programme. Land Life Company is a leader in the sustainable and technology-driven reforestation of degraded land in the EU and US.

LeasePlan has committed to offsetting carbon emissions from its employee fleet until 2021, when the company's employee fleet is scheduled to be completely electric. LeasePlan is also targeting net zero emissions from its serviced fleet by 2030. The announcement comes as business leaders meet in San Francisco to discuss the next steps in the global fight against climate change.

Tex Gunning, CEO of LeasePlan, said:

"Cutting emissions will not be enough to keep global warming in check. Greenhouse gases must also be scrubbed from the air. By partnering with Land Life Company, we can offer our customers the opportunity to make every one of their trips carbon neutral. Collectively, we have a carbon debt that needs to be repaid and, with 1.8 million vehicles on the road, we can make a big and positive impact to the climate change challenge."

Land Life Company's CEO, Jurriaan Ruys, said:

"Through reforestation, we have an opportunity to take CO₂ out of the air and rebuild the planet, addressing two of the world's most significant challenges – climate change and land degradation – at the same time. In addition, the partnership we have announced today will enable us to drive investment directly into the communities and ecosystems that need it most, creating impact you can see and touch. LeasePlan is setting the bar for sustainability in its industry and we're excited to be their partner."

– ENDS –

Notes to editors

- LeasePlan has committed to achieving net zero emissions from its serviced fleet by 2030. Key elements in LeasePlan's net zero emission roadmap include:
 - Advocating the uptake of zero emission mobility among relevant stakeholder groups
 - Educating customers on what's next in low-emission vehicles
 - Facilitating the uptake of low-emission vehicles with attractive customer propositions
 - Leading by example through the transition of LeasePlan's own employee fleet to EVs by 2021. In the period 2018-2021, all carbon emissions from the company's employee fleet will be offset via Land Life Company's reforestation programme

- LeasePlan is a founding partner of [The Climate Group's](#) EV100 initiative, launched at [Climate Week NYC](#) 2017 to make electric transport the new normal by 2030, and its [Zero Emission Vehicle Challenge](#), which brings together the global purchasing power of businesses, cities, states and regions to accelerate the roll-out of zero emission vehicles
- Land Life Company's reforestation programme is independently audited. Reforestation projects used in the LeasePlan – Land Life Company partnership are all focused on the United States and Europe, and will bring direct investment to local communities and ecosystems
- Rebuilding forests on degraded drylands – in comparison to landfill, renewables and other offset options – actually removes carbon dioxide from the air
- If global temperature rises are to be limited to not more than 2°C above pre-industrial levels, as stipulated in the 2015 Paris Agreement, global carbon dioxide emissions must hit 'net zero' no later than 2090. After that, emissions must go 'net negative', with more carbon removed from the stock than is emitted

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About LeasePlan

LeasePlan is one of the world's leading Car-as-a-Service companies, with 1.8 million vehicles under management in over 30 countries. LeasePlan manages the entire vehicle life-cycle for its corporate, SME and private customers, taking care of everything from purchasing, insurance and maintenance to car resale. LeasePlan's core businesses are Car-as-a-Service, a EUR 68billion market, and CarNext.com, an independent marketplace for flexible used-car mobility solutions, serving a EUR 65billion market. With over 50 years' experience, LeasePlan's mission is to provide *what's next* in mobility via an 'any car, anytime, anywhere' service – so you can focus on *what's next* for you. Find out more at www.leaseplan.com/corporate.

About Land Life Company

Land Life Company was founded in 2014 by former McKinsey partner Jurriaan Ruys and the founder of Bugaboo International, Eduard Zanen. Since winning the Postcode Lottery Green Challenge in 2015, the technology-driven reforestation venture has successfully led reforestation projects in 25 countries around the world with a focus on revitalizing man-made deserts in the EU and USA. Using innovative high-tech solutions, including the patented Cocoon planting technology, Land Life Company's mission is to help reforest 2 billion hectares of degraded land globally.