

Press Release

Ayvens partners with OMODA&JAECOO to support clients' evolving mobility needs in Europe

Paris, 13 November 2025

Ayvens, a leading global mobility player and Chery Group subsidiary OMODA&JAECOO, China's largest automotive exporter, have signed a Memorandum of Understanding (MoU) to strengthen business relationships and offer customers accessible, appealing and high-quality mobility services.

Through this agreement, Ayvens will provide white-label full-service leasing solutions for SMEs, professional and private individuals, through OMODA&JAECOO's dealership network. These solutions will be initially available under two complementary brands Omoda & Jaecoo across seven European countries: Germany, France, Italy, The Netherlands, Belgium, Poland and Luxembourg.

Moreover, Ayvens' international and local corporate clients in Europe will benefit from comprehensive car leasing solutions for OMODA&JAECOO's affordable and powertrain diversified vehicle line-up. The agreement will initially focus on key models, including electric, hybrid and ICE vehicles.

"At Ayvens, we are always looking to anticipate our clients' needs and provide them with access to the most relevant and innovative mobility solutions, that meet the unique needs of each market," comments **Annie Pin, Chief Commercial Officer at Ayvens**. "This partnership with OMODA&JAECOO aligns perfectly with our ambition to offer a wider range of vehicles across Europe, that combine the latest technology with attractive pricing."

"Partnering with Ayvens enables us to accelerate our ambitious European development with a trusted mobility expert. We believe this collaboration will offer customers a convenient and reliable way to experience our vehicles, supporting our long-term vision for the region," adds **Jeff ZHANG, CEO of the European Region and Vice President of Chery International**.



OMODA&JAECOO and Ayvens sign a Memorandum of Understanding

About Ayvens

Ayvens is a leading global sustainable mobility player committed to making life flow better. We've been improving mobility for decades, providing full-service leasing, flexible subscription services, fleet management and multi-mobility solutions to large international corporates, SMEs, professionals and private individuals. With more than 14,000 employees across 42 countries, 3.2 million vehicles and one of the world's largest multi-brand EV fleet, we are in a unique position to lead the way to net zero and spearhead the digital transformation of the mobility sector.

The company is listed on Compartment A of Euronext Paris (ISIN: FR0013258662; Ticker: AYV). Societe Generale Group is Ayvens majority shareholder.

Find out more at ayvens.com

About OMODA&JAECOO

As globally renowned automotive brands under the Chery Group, OMODA and JAECOO represent two distinct yet equally innovative lines. OMODA, a specialized global Crossover brand, focuses on creating fashionable crossover series tailored for the new generation of LOHAS enthusiasts. JAECOO—Global Elegant Off-Road Brand crafts its "Intrepid Off-Road" series specifically for the new elite. By redefining off-road aesthetics with exceptional sophistication and leading new trends with outstanding performance, JAECOO ensures every journey embodies both taste and power.

Press Contact

Elise Booree
External Communications Department
Tel: +33 (0)6 25 01 24 16
elise.booree@ayvens.com