



## PRESS RELEASE

Rome, 19.03.2018

### VIASAT AND ASSILEA PARTNER UP IN ORDER TO REACH LEASING AND RENTAL COMPANIES WITH INFOTELEMATICS SOLUTIONS

**Viasat S.p.A.** - *an European excellence in the field of satellite security systems* - and **Assilea** - *Italian Leasing Association* - **announce today the start of an important partnership, aimed at reaching leasing and rental companies with their infotelematic systems and services.**

This partnership is based upon the awareness that today, satellite infotelematics can offer a series of essential advantages: it is a valid tool for cost reduction, it ensures driver safety, it goes a long way to prevent frauds and provides professional and reliable support in case of undesirable events such as vehicle theft. Telematics applications, which are becoming more innovative and easier to use by the day, are providing support to leasing and rental companies in the short, medium and long term and helping them implement the right fleet management strategies.

**As stated by the CEO, Valerio Gridelli**, - "Viasat S.p.A. offers tailor-made solutions aimed at providing companies with a complete platform of services, capable of making their businesses more effective and efficient. Our objective is to significantly reduce their TCO (Total cost of ownership), improving the performance of their fleet, ensuring greater safety for vehicles and their occupants, and offering new innovative value-added services. A single partner able to offer many solutions, to meet the expectations with regard to major issues such as safety, real-time support, fuel consumption control, optimal fleet management, remote telematic diagnostics and vehicle maintenance. Our idea is very simple: we use technology to optimize operating costs and improve service quality.

"The Lease world - **explains Assilea's president, Enrico Duranti** - is undergoing a great transformation and taking on a role of service provider. Infotelematics, digitization, optional services are increasingly characterizing the financial product of our companies. It is no coincidence that these themes will be central in *Lease2018*, the first Leasing and Rental Exhibition, which will take place in Milan on the 20th and 21st March. Our partnership with Viasat S.p.A. is in perfect synergy with this evolution of the Lease world, with particular regard to the automotive sector - cars, commercial and industrial vehicles - which received, in 2017, just under €13,4 billion in funding for leasing and long-term rentals.

**Who is Viasat S.p.A.** - *an European excellence in the field of satellite security systems that integrate the latest communication technologies in order to ensure the complete safety of the vehicle and its occupants. It is active in the markets of satellite alarm systems, Insurance telematics, fleet management and Big Data.*

**Who is Assilea** – *the Italian Leasing Association represents leasing companies with the organizations of the sector, which operate in the various institutional, national and international offices. It also handles the leasing activity in each of its forms, from financial leasing to operating leasing and long-term rental.*

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