

## RCI : NEW LOGO, NEW VISUAL IDENTITY, NEW WEBSITE

The digital revolution is transforming the automotive industry. Customer expectations now go beyond their only need to finance their purchase.

As a long-standing automotive finance company, we are evolving to become an innovative bank offering comprehensive “auto-mobility” solutions.

To illustrate this ambition, RCI Banque is changing its commercial name to **RCI Bank and Services**. The company remains nonetheless incorporated under the RCI Banque SA name.

Our logo is changing as well. Its rounded shape embodies mobility and conveys a statutory dimension. Its orange color is warm and bright, which brings a digital and lifestyle feel to our brand. The words Bank & Services are fully integrated as part of our logo. It symbolizes our international footprint and our ambition to stand out as a leading service provider.

**“Through its new corporate identity, RCI Bank & Services reaffirms that services and innovation are deeply rooted in the company’s heritage. The RCI Bank & Services brand stands for our ambition to emerge as a leading auto-mobility service provider. We aim at making car usage easier for the customers of the Alliance, by offering them innovative, connected and personalized products”**, declared Dominique Thormann, Chairman of RCI Banque.

This new visual identity is structured into a graphic charter that will apply from now on to every communication tools of RCI Bank and Services, including its new website [www.rcibs.com](http://www.rcibs.com).

This new visual identity was designed by the Brand agency, 4uatre.

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### About RCI Banque SA :

Created and wholly owned by Groupe Renault, RCI Banque is a French bank specializing in automotive financing and services for Groupe Renault customers and dealer networks (Renault, Renault Samsung Motors and Dacia) throughout the world and the Nissan group (Nissan, Infiniti and Datsun) mainly in Europe, Russia and South America.

With more than 3,000 employees in 36 countries, RCI Banque financed over 1.3 million financing contracts ( new and used vehicles) and more 2,9 million service contracts in 2015 . Average loans outstanding stood at €28.2 billion of funding at end-December 2015 and pre-tax earnings at €844 million. Since 2012 RCI Bank and Services offer deposit saving accounts in 4 countries. Available funds from the savings business totaled over €10 billion, or more than 32% of the bank’s total average outstandings.

For more information: [www.rcibs.com](http://www.rcibs.com)

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