



An introduction to **Pure** Leasing Ltd

Your trusted leasing
PARTNER

Welcome to Pure Leasing

On behalf of everyone at Pure Leasing I would like to say how delighted we are at the opportunity to be of service to you. Our growth has been achieved by being at the forefront of providing fleet solutions, developing new ideas, products and services through innovation and shared thinking with our customers; and we welcome working with you in a true partnership approach.

We are a people business and as soon as you sign up with Pure Leasing you are guaranteed to get the highest levels of service and all-around VIP treatment. Wherever, whatever or whenever you have a query, you can take comfort that there will always be a person to talk to who will assist you in anyway we can. Our aim quite simply is to be positively different from any other major leasing company by offering straightforward products with fair and transparent terms & conditions all supported by the delivery of outstanding customer service.

Finally, we always look to build strong, long-lasting relationships with our customers by treating them as individuals and not numbers and by delivering a consistently high standard of service and continually striving to exceed their expectations. Our customers inspire everything we do and your ideas and comments will help Pure Leasing to create a host of great features and benefits available to all. We are always looking for ways to improve, develop and bring value to our customer relationships and welcome any feedback you may have.

If we are given the opportunity, I promise you that my colleagues and I will strive to deliver a personal and effortless experience throughout your time with us.

Many Thanks

A handwritten signature in black ink that reads "Zaf Iqbal". The signature is written in a cursive, flowing style.

Zaf Iqbal - Founder & Owner
Zaf.iqbal@pureleasing.co.uk



Why **Pure Leasing?**

We care about you...

We guarantee an exceptional personal service. Our people are warm, honest and caring and everything we do says 'we care about our customers'

We're all about smiles, not sales...

We like to surprise and make our customers smile. We want to defy expectations, coming up with fresh ways of doing things and delivering a high level of service. We offer everything a Bank owned leasing company offers but don't worry, we never act like a bank.

We're straight up!

We play it straight. honest and decent, we want to do the right thing for our customer and believe that what is good for us can also be good for our customers.

We're smart disrupters...

We love to outsmart the competition. We're always challenging the status quo and we sidestep predictable thinking to punch above our weight. Our size is our strength so we are more flexible and adaptable to our customer needs, always giving our personal attention

We're very curious...

We're always restless, always curious. We want to know what makes our customers tick and constantly ask 'what if?' and 'why the hell not?'

We want the best for our customers and they want the best for us. We have a big ambition in that we want to make life better for all our customers and their employees who drive our vehicles every single day.

Our passion drives your business

Pure Leasing has been established by a team of experienced industry professionals, frustrated at being unable to provide the service which today's customer requires and deserves. All the people at Pure Leasing have worked together very successfully previously and have been carefully chosen for their proven high quality and commitment to the business. Our success has been built firmly on the commitment, skill and attitudes of all our people and our shared purpose of building a better leasing company.

Our size and scale is a competitive advantage. We are big enough to compete strongly and take our planned share in our core market and more agile than any of the major bank or PLC owned leasing companies. Our strategic commercial approach and agility allows us to optimise business volume and mix and selectively target growth opportunities. We also benefit from a strong cost discipline, operational efficiency meaning we can maximise our operational efficiencies to create value for everyone, including our customers as it flows through into pricing efficiency.



Small, nibble & able to adapt to the needs of our customers

Our size is our strength – Pure Leasing is more flexible and adaptable to our customer needs, giving personal attention. We ensure our people are empowered with the tools, technologies and by the underlying desire to provide the best customer experience compared to any other vehicle leasing company.



Get Job Done

As an independent company we can offer the best advice, as we are not tied to any one particular company. We are not owned by a Finance House, Shareholder, Bank or Manufacturer and are therefore able to act in the best interests of our customers without the need to react to problems that are not fleet issues.



Quick Decision Making

We enjoy a smaller, flatter management structure with close involvement of the Directors on a day-to-day basis, facilitating quick decisions & genuinely fulfilling the flexibility and adaptability that all our competitors claim.



Dedicated Account Team

Frequent and open communication is the key to a successful co-sourcing partnership. Therefore our customers can be assured of the highest levels of personal service with the same dedicated consultant dealing with your account at all times. It is only through such continuity that we can build long lasting relationships of mutual benefit & trust.



Competitive Pricing without compromising on service levels

Pure Leasing has access to leading edge IT systems that are designed and built in house resulting in a much more efficient cost base. We are also unburdened by legacy residual value risk too and therefore are able to pass these savings onto our customers by way of competitive rentals.



Cost Reduction Consultancy

Customers are offered a no obligation comprehensive 'Cost Reduction Consultancy' which will review your driver policies, cash allowances, duty of care, fleet policy, alternative fuels, fuel cards, telematics and vehicle choice lists.



When compared to other vehicle leasing companies, I found Pure Leasing were more nimble, were much easier to deal with, were able to adapt to changes and were much quicker in making decisions. All of these things I found were more difficult to do for my previous Lease Co who could not provide the same level of flexibility.

I found Pure Leasing are not constrained by current ways of thinking and often challenge the status quo. They always go the extra mile to relentlessly find creative solutions to difficult day-to-day fleet problems.

Haq Meharban (Director) - Creative Manufacturing Ltd



Our blend of experienced and resourceful people, combined with our industry leading systems and limitless curiosity sets new standards for customer experience for the management of vehicle leasing requirements that are vital to keep a businesses moving. We'll show the industry what an innovative, sustainable and trusted leasing company can achieve.

Our vision is based firmly within the scope of Pure Leasing's role as a experienced leasing and fleet solutions provider who can quickly adapt to the additional challenges that are changing the company car & van market as the UK moves towards a low carbon economy.

Our vision is supported directly by our business values which reflect the way our people deliver their roles and activities. The consistent demonstration of our values in our day to day business activities helps Pure Leasing build a culture that drives sustainable business performance.





We promise to deliver on our promises...

Our very low people turnover has enabled us to develop knowledgeable, experienced and very personable people who passionately understand that customer loyalty is based upon going 'that extra mile'.

This philosophy is underpinned by our Customer Fulfilment Centre which strives to deliver continual process improvement based on our customer feedback.

We promise to save you money.

As part of our continued partnership approach with our customers, our cost reduction team at Pure Leasing will undertake a detailed free of charge review of your fleet operations. Whether you are seeking to reduce costs, improve vehicle choice or review your fleet policy to meet the changing needs of your business and employees, our team can listen, analyse and recommend a range of solutions.

Pure Leasing consultancy is designed to meet the diverse and changing needs of every aspect of your business that has a vested interest in the vehicle fleet.

We promise to fulfil your service level requirements.

Seasons change. Weather changes. Our commitment to delighting customers doesn't. We have shaped our business around what it takes to deliver a trusted and personal service that is effortless for our customers and meets their individual needs.

We recognise that every customer has different need and so we align our internal and external service delivery to match the specific needs of our customers.



We promise speed, ease and efficiency.

We are reaping the rewards of leading edge IT investment passing on the benefits of a lower cost base to serve to our customers.

Collaboration underpins our success, unearths new ideas and delivers the best service. Partners, suppliers and stakeholders are on the same journey as us, searching for better ways to do business, creating happier customers.

We promise to save you time.

No call options, no recorded voicemail, no protracted waiting for day to day decisions. Pure Leasing has a flat decision making structure and streamlined processes to enable fast and direct issue resolution allowing you to focus your time on your core business.

We promise a service that's about smiles, not sales.

Our staff are not incentivised on sales - just providing the best service they can. So you can relax and enjoy knowing your in safe hands with the best advice without the hard sell. Why, because we wouldn't want anything else for ourselves.

We promise in keeping things simple.

We think the motor vehicle leasing and finance industry can be a complex place, and we never want you to have a product you feel you don't fully understand.

Take our three minute videos, each explaining a complicated bit of the vehicle lease in less time it takes to boil an egg. And that's our attitude to everything - the simpler, the better.

We are a people to people business

Talented, committed and engaged people are essential to delivering business critical services and solutions across all our customer base. Their skills, knowledge, attitude and creativity ensure we deliver a great service and positive outcomes for our customers. Our 'can do' attitude is visible in everything we do – so is our friendly culture and positive vibe.

Our vision is to become a trusted brand by delivering on its promises by providing exceptional customer service. This will not happen by chance - people are and will continue to be our key investment to success. We want to be a people to people business that values a partnership approach to the way we do business based upon our core business principles of integrity, fairness, reliability and value for money.

“ Our people are at the centre of all of our activities. They are critical for attracting and maintaining strong relationships with our customers, suppliers & potential prospects. ”

Zaf Iqbal - Founder & Owner
Pure Leasing Ltd

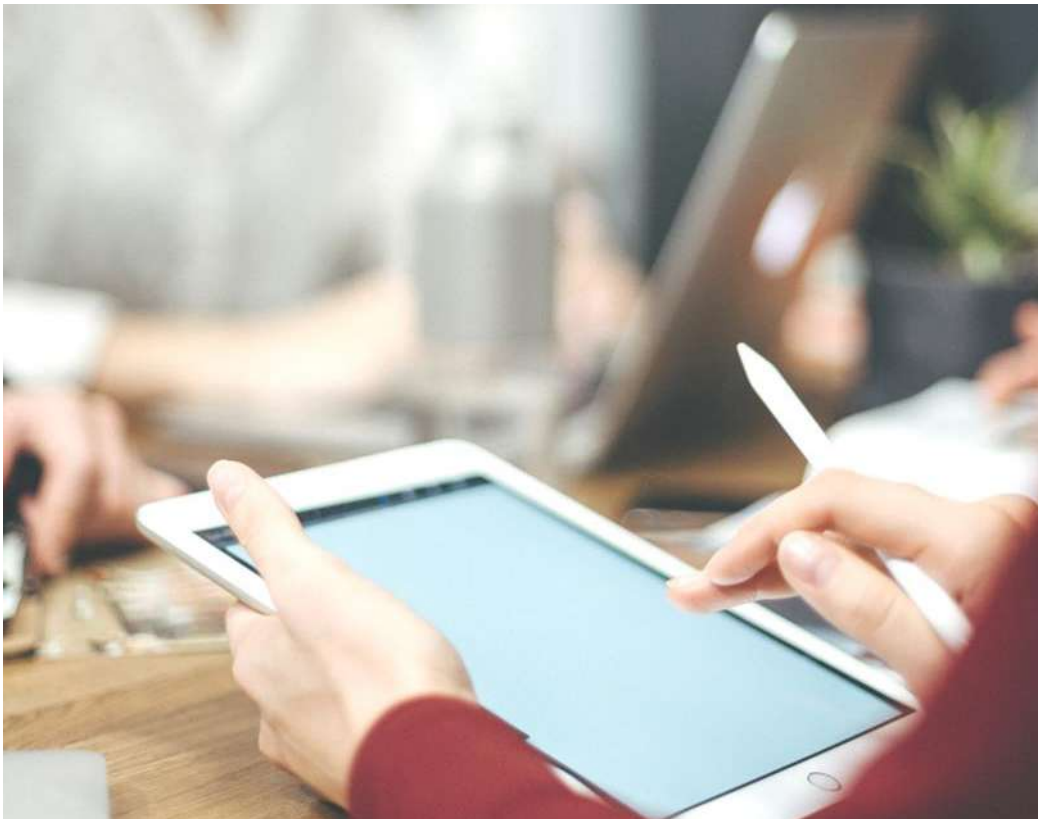
PüreLeasing



Our customers do not choose Pure Leasing simply because we offer a great range of fleet management and funding solutions. They choose us because of 'who we are' and 'how we do things'. They love how we provide a journey our customers come back for, delivered with care, warmth and pride.

We strive to deliver a personal and effortless experience for our customers throughout their time with us centred on our people, our vehicles, and by also investing in the latest technologies. The people of Pure Leasing truly define our company and we recognise that they play a crucial part in our business becoming successful.

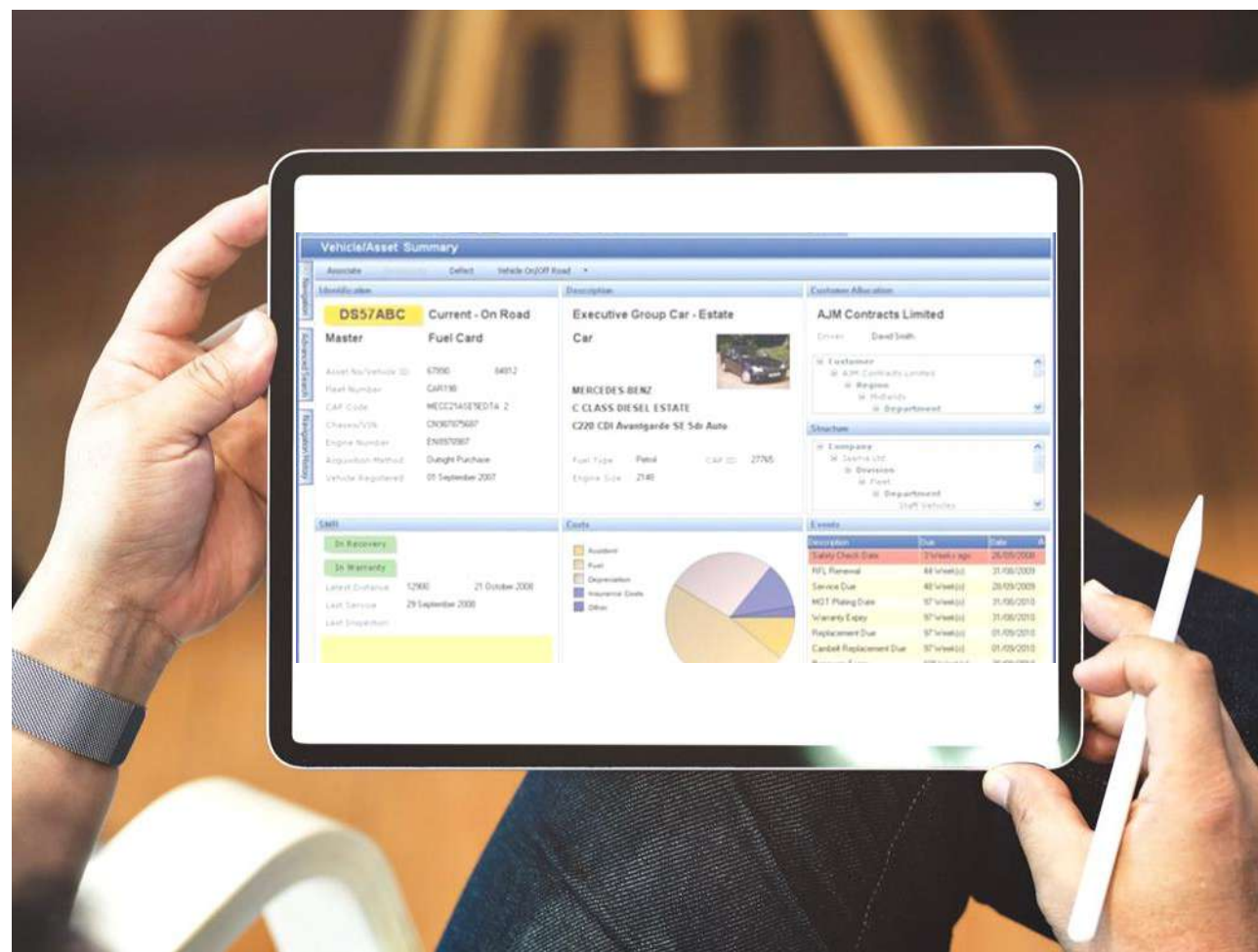
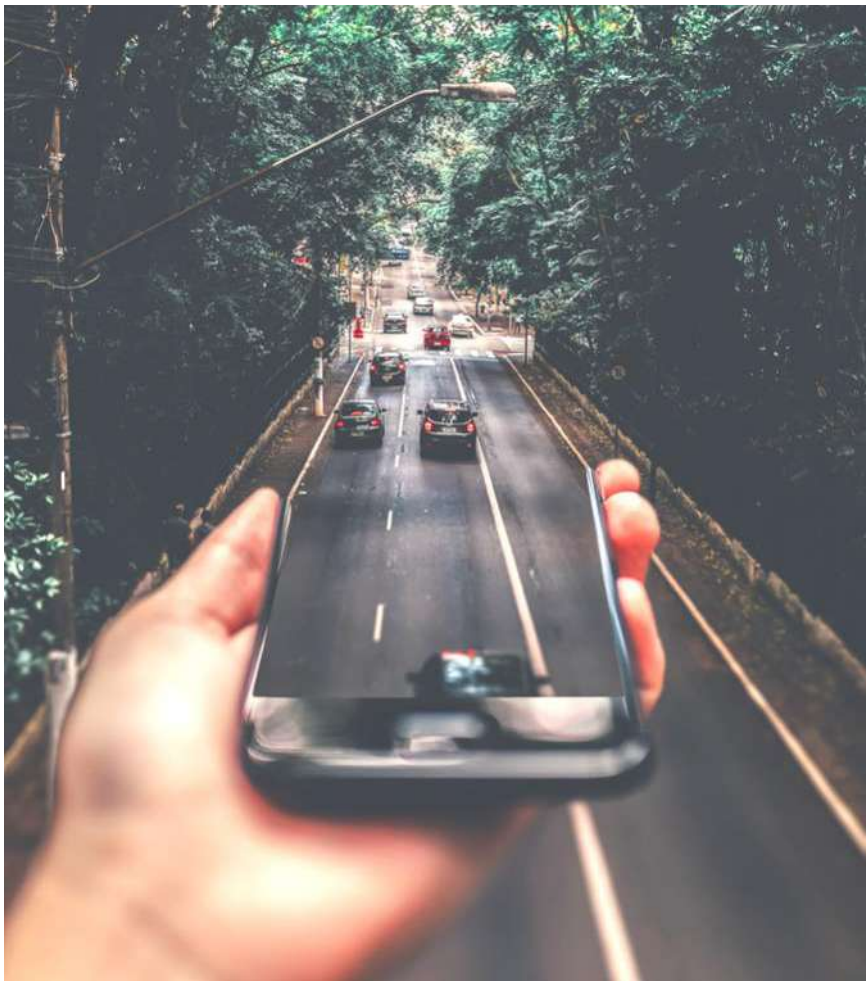
Our people are therefore Pure Leasing's biggest differentiator and make us unique. All our customer facing staff undergo annual customer & product training to ensure that their focus remains on customer service and best practice.



Our people are integral to our success and it is through their strong engagement and advocacy that we are able to deliver a strong and sustainable business performance. We aim to provide an environment which nurtures a high performing, diverse and committed workforce, enabling all our colleagues to reach their full potential.

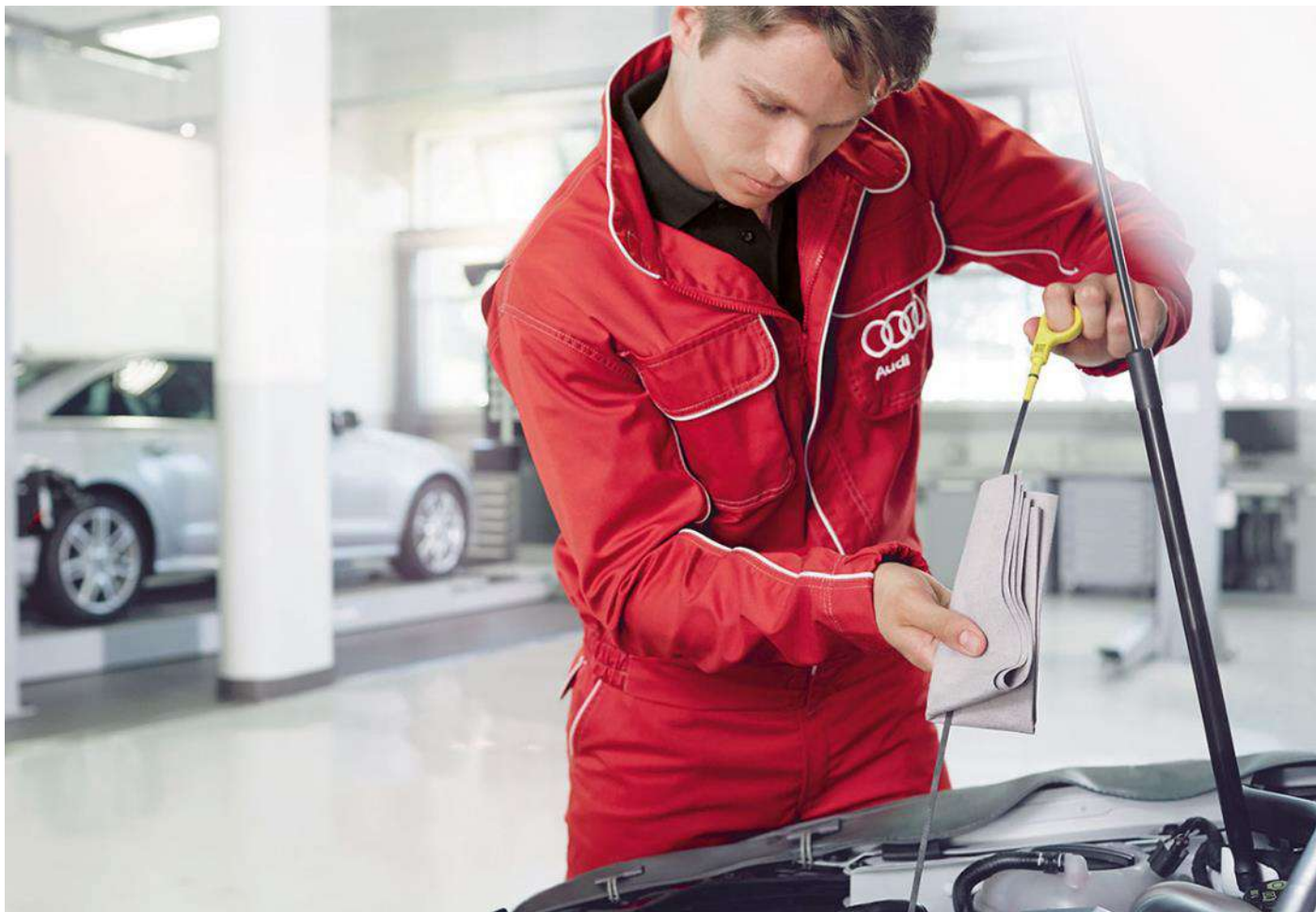
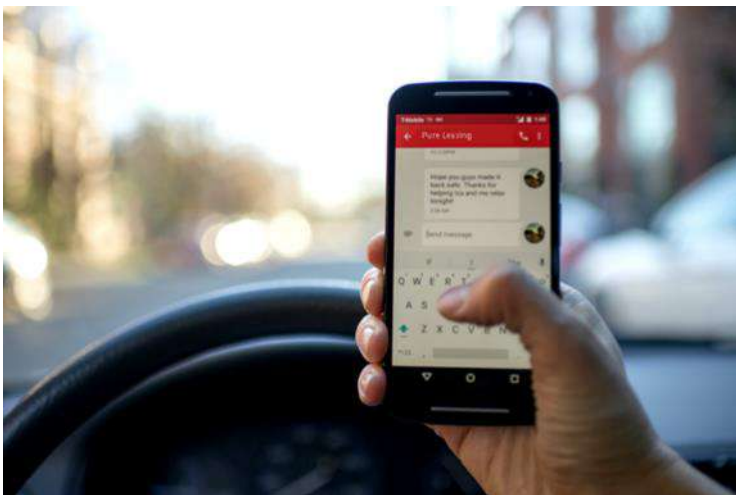
We therefore take staff well-being very seriously. By listening to everyone's views through our staff surveys, being transparent by sharing driver and customer feedback, and investing in our people through on-going training, we all enjoy what we do – and our customers sense this.

Operationally, we ensure that all our staff are trained to the standards set by British Vehicle Rental & Leasing Association (BVRLA) and ICFM. Our key people come with a proven track record where we know for certain that they conform to best practice whilst maintaining a customer focused, reliable, knowledgeable and sound fleet experience to be at the forefront of their expertise.



Better information, better decisions, better service...

What we know about a vehicle is as valuable as the vehicle itself. Pure Leasing pair systems and processes with trained colleagues, skilled interpretation and act on this information to ensure we're always on the ball. We can develop reports and systems to make sure this information is always in the right hands at the right time leaving our customers to focus on their core business whilst we take care of their fleet.



We have a duty to do more...

Every penny we save is a penny our customers save.

The absolute need to work in the most efficient way possible drives our continual innovation, and inspires our unending quest for new ideas. It leads to financial and resource savings, which are great for us and for our customers.

**YOU'RE NOT A CUSTOMER.
YOU'RE A MEMBER AND
OUR BFF.**

As soon as you sign up with Pure Leasing, you're automatically a Member and get awesome service and all-around VIP treatment. Not to mention our everlasting love.



A complete portfolio of leasing products

Pure Fleet Solutions

Fixed cost, low risk, no fuss funding, better budgeting and improved cash flow. That's what makes Pure Fleet Solutions the smart choice for your fleet (cars or vans). We take the risk on residual value and manage all the admin so no wonder it's so popular.

It's low risk leasing with strong financial and tax benefits which makes it easy to budget and it's less admin too. You can recover 100% of VAT on maintenance and finance, 50% VAT recovery restriction on finance for private use cars. And because the contract can be treated as an expense, it qualifies for Corporation Tax relief.

Pure FleetCare

Pure FleetCare's main objective is to achieve maximum control over your fleet's maintenance expenditure with the minimum inconvenience to you or your drivers. All your vehicles are managed for a small, fixed monthly fee, allowing you to take advantage of our expert fleet management teams experience who will scrutinize any work that garages request.

It provides you maintenance cost control through one accurate, consolidated monthly invoice. We can cover any fleet vehicle you currently operate including owned vehicles and vehicles which are supplied by other leasing companies that are on non maintained contracts.

Pure Connect

Successful fleet management goes beyond knowing where your vehicles are now & where they have been. It encompasses the ability to access detailed management information to plan the future success of your business.

Pure Connect is a way of monitoring the location, movement, status and behaviour of a fleet of vehicles. With Pure Connect, you can monitor vehicle activity in real-time as well as access reports to verify hours worked, analyse costs, plan the best routes, provide proof of service, monitor performance, identify trends and improve productivity. Pure Connect is an essential tool for fleet operators as it helps to address Duty of Care obligations.

Pure Rentals

Pure Rentals provides a flexible and commercially viable solution for customers who have short to medium term vehicle needs and don't want to get tied into a long term contract e.g. new starters, secondments.

It features services that you can be confident will keep things simple and easy such as one simple monthly invoice, online booking all supported by innovative technology that allows us to manage all your vehicle needs, leaving you to focus on your core business. We deliver this by using a network of rental suppliers which means that we can access preferential rates and discounts which we then pass onto our customers.

Pure 360

Pure360 addresses a mixture of objectives such as reduction of operational costs, increasing company focus on core activities, utilising and maximising expert external resources, freeing internal resources for other purposes and streamlining & increasing efficiency of fleet processes.

We can also include vehicle sourcing and purchasing, funding management, maintenance (either scheduled or pay-as-you-go), all fleet admin, legislative compliance such as P11D and P46 reporting, fuel management including the provision of fuel cards and accident management.

Pure Analytics

Pure Analytics provides a market leading suite of vehicle management and utilisation reports ranging from self-service/online reporting through to formal quarterly reviews.

This advanced approach to reporting ensures that real time, informed decisions can be made on the future direction of a fleet all via one central platform. Offered as standard, it provides Pure Leasing and our customer a single, organisation-wide view of their vehicle fleet.



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