



Lease Electric
Fleet Electric Leasing Ltd
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Recharging the Brand: Electric Vehicle Leasing Company Introduces Fresh Identity

Fleet Electric, a leading electric vehicle (EV) leasing company based in Gloucestershire is excited to announce its official rebranding to "Lease Electric." This strategic rebranding reflects the company's continued commitment to promoting the widespread adoption of electric vehicles and its vision for a sustainable transport future.

The transition to Lease Electric is more than just a name change; it represents a renewed focus and dedication to providing businesses and consumers with accessible and affordable electric vehicle leasing solutions. With the rapid growth of the EV market and increasing demand for zero-emission vehicles, Lease Electric aims to be at the forefront of this transition by offering a consultative approach, ensuring customers choose the right leasing product for their circumstances and gain access to the best manufacturer discounts.

"Our decision to rebrand to Lease Electric aligns with our mission to normalise and accelerate the adoption of electric vehicles by guiding and educating customers to make the right choice," said Managing Director of Lease Electric, Richard Markey. "It is undeniable that the future of road transportation is electric, and we are committed to empowering our customers to make the switch to cleaner and greener technologies."

Lease Electric works closely with all mainstream electric vehicle manufacturers such as Audi, BMW and Tesla as well as those marques that have recently entered the UK market, such as BYD, Fisker and Polestar. In partnership with eight of the UK's top ten leasing companies, Lease Electric is well positioned to provide the most competitive leasing rates in the market. In combination with its digital and hassle-free order process, Lease Electric is the perfect partner for any individual or business looking to embrace electric cars and vans.

Unchanged by the rebrand, Lease Electric will continue to provide its Climate Positive Leasing service for every vehicle it leases, to ensure new EVs remove more CO₂e from the atmosphere than they contribute. Through investments in certified carbon reduction projects, every lease prevents 25 tonnes of CO₂e (5-10 tonnes more than the average EV generates in its production) from entering the atmosphere. Alongside this investment 100 trees are planted, which goes on to cover the potential CO₂e emissions generated by charging an EV without renewable electricity, twice over.

To date the amount of CO₂e emissions avoided thanks to Lease Electric's Climate Positive Leasing is equivalent to 3,067 long-haul flights from London to San Francisco or preventing 12km² of Arctic Sea Ice from melting.

Lee Bowtell, EV Leasing Consultant at Lease Electric said, *"We are excited about the opportunities that lie ahead for Lease Electric and are confident that our rebranding will resonate with both existing and future customers, as we continue to grow and evolve, our commitment to providing exceptional customer service and promoting the adoption of electric vehicles remains unwavering."*

To celebrate the rebranding, Lease Electric is planting an extra 10 trees for every order placed between now and the end of April. Visit the company's newly launched website at www.lease-electric.com for the latest EV leasing offers.

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About Lease Electric

Lease Electric, formerly known as Fleet Electric, is a leading electric vehicle leasing company dedicated to normalising and accelerating the adoption of electric vehicles by offering flexible and affordable leasing solutions. Based in Hardwicke, Gloucestershire and incorporated in September 2020 as Fleet Electric Leasing Ltd, Lease Electric is an independent vehicle finance broker that is authorised and regulated for consumer credit activities by the Financial Conduct Authority. For more information, please visit www.lease-electric.com.