

28 November 2022

## LLOYDS BANKING GROUP PARTNERS WITH INTERNATIONAL MOTORS TO BRING ELECTRIC VEHICLE BRAND GWM ORA TO UK CUSTOMERS

- International Motors has chosen Lloyds Banking Group as their finance and leasing partner to bring electric vehicle brand GWM ORA to UK customers
- GWM ORA will launch four new electric vehicle models to the UK market over the next two years, beginning with the ORA Funky Cat, which is available from today
- Lloyds Banking Group has already provided over £1 billion worth of funding for battery electric (BEV) and plug-in hybrid vehicles (PHEV) in 2022

International Motors has chosen Lloyds Banking Group as their finance partner to bring electric vehicle brand GWM ORA to UK customers. The fully electric cars will be available nationally through International Motors Finance, the joint venture business between Lloyds Banking Group's motor finance business Black Horse and International Motors, and also available for contract hire through Lloyds Banking Group's motor leasing business Lex Autolease.

GWM ORA is the first all-electric car brand from Chinese manufacturer Great Wall Motor (GWM), who awarded International Motors the rights to distribute GWM ORA in the UK. The ORA Funky Cat is the first model to be brought to market as part of this partnership, and is available from today.

GWM ORA cars combine retro aesthetics, intelligent engineering and futuristic design, and target largely urban drivers. To date, there are over 8,000 registrations of interest and the first vehicles will be delivered to customers by the end of 2022.

Retail customers will be able to use International Motors Finance products for Hire Purchase (HP) or Personal Contract Purchase (PCP) to fund their ORA purchase and Lex Autolease will offer the ability to lease ORA through Personal Contract Hire (PCH) or Business Contract Hire (BCH).

**Nick Williams, Managing Director Transport, Lloyds Banking Group, commented:** "As the uptake of electric vehicles continues to gather speed in the UK, we're here to support manufacturers and to make sure that the supply of electric vehicles is there to help motorists make the transition towards a net zero-emission future.

### Media Contacts



Jessica Sena | [jessica.sena@lloydsbanking.com](mailto:jessica.sena@lloydsbanking.com) | 07384 902 385

# Press Release



“As the UK’s market leader in automotive funding and leasing, supporting this transition is central to our vision, helping motorists and businesses make the switch to electric in a way and at a time that’s right for them.

“This exciting new partnership will help us bring electric motoring to even more people.”

**Toby Marshall, Sales and Marketing Director, GWM ORA UK, commented:** “Our partnership with Lloyds Banking Group is an integral piece of GWM ORA’s launch. Providing our retailers and their customers with the appropriate financial packages helps make electric vehicles more accessible which is something we’re really passionate about. We’re really looking forward to building the brand together.”

**ENDS**

## **About Lloyds Banking Group, Transport**

Lloyds Banking Group currently funds more than 1.1 million vehicles across its motor finance and leasing businesses; Lex Autolease and Black Horse. As part of the Group’s commitment to sustainability, it is working hard to help businesses and individual drivers transition towards a zero-emission future, and both businesses have long track records of winning industry and customer awards for their propositions and services.

**Lex Autolease** is the UK’s leading fleet management and funding specialist and currently manages more than 270,000 vehicles (including more than 67,000 alternatively-fuelled vehicles).

**Black Horse** is the UK’s leading provider of motor finance, with a range of motor loans and hire purchase products. It supports 5,000 motor dealers, and is currently supporting more than 864,000 customers with point of sale motor finance for cars, bikes, caravans and motorhomes. [www.lexautolease.co.uk](http://www.lexautolease.co.uk) | [www.blackhorse.co.uk](http://www.blackhorse.co.uk)

## **About International Motors**

With over 40 years of experience in the European automotive trade, International Motors has become one of the highest performing businesses and have created the best possible growth in the industry. Operations include distribution of well-known quality brands such as Subaru, Isuzu and now GWM ORA, Mitsubishi Motors UK Aftersales - Parts and Service, car finance, logistics, spare parts, accessories and PDI. They have received awards for best customer satisfaction, best dealer satisfaction and largest market share worldwide.

## **GWM ORA**

GWM ORA is an international electric car brand, officially launching in Europe in 2022. GWM ORA is already available in Asia, where it is loved for its stand-out styling, exceptional EV range and driver-centric features. GWM ORA is owned by global automotive giant Great Wall Motor, which is headquartered in Baoding, China. It brings a fresh new look to the electric mobility market in Europe

## **Media Contacts**



Jessica Sena | [jessica.sena@lloydsbanking.com](mailto:jessica.sena@lloydsbanking.com) | 07384 902 385

# Press Release



and delivers a premium, technology-focused experience to its customers. With its unique design, GWM ORA looks to combine human-centricity with intelligent technologies. It contains segment leading levels of standard specification and the interior space is full of character with intuitive, easy to use tech that keeps you connected on the go.

**Media contacts:**

Lloyds Banking Group – Jessica Sena, [Jessica.sena@lloydsbanking.com](mailto:Jessica.sena@lloydsbanking.com), 07384 902 385

## Media Contacts



Jessica Sena | [jessica.sena@lloydsbanking.com](mailto:jessica.sena@lloydsbanking.com) | 07384 902 385