



Lloyds Banking Group launches Lloyds Auto

- Black Horse, Lex Autolease and Tusker will come together under one customer-facing brand: Lloyds Auto
- The change will create a simpler, clearer experience for motor finance, leasing and salary sacrifice customers and partners
- There are no immediate changes for customers or partners, and existing products, agreements and services continue as they do today

Lloyds Banking Group has today announced that Black Horse, Lex Autolease and Tusker will come together under one brand, Lloyds Auto, creating a simpler and more consistent experience for customers and partners across its Transport business.

The new Lloyds Auto brand will bring together the strengths, heritage and expertise of three well-known brands, helping customers and partners access vehicle finance, leasing and salary sacrifice services through one clear Lloyds identity over time.

The move reflects customers' and partners' growing expectations for simple, efficient and easy-to-use experiences when choosing, funding, leasing or managing vehicles. Lloyds is one of the country's most recognisable brands, and its scale, trust and reach across the UK will play an important role in helping the Group realise its ambitions across the sector.

There are no immediate changes for customers or partners. Existing products, agreements, terms and services will continue to work as they do today. Customers and partners will be kept informed as the move to Lloyds Auto progresses.

By bringing its transport brands together as Lloyds Auto, Lloyds Banking Group will be able to focus investment on the propositions, platforms and support that matter most for the future.

Preston Rogers, Interim Managing Director, Transport at Lloyds Banking Group, said: "Black Horse, Lex Autolease and Tusker are trusted brands with strong heritage and deep expertise. Bringing them together as Lloyds Auto is about building on those strengths and setting our business up for the future.

"Customers and partners increasingly expect services that are simple, joined up and easy to use. Lloyds Auto will give us one clear brand through which we can focus investment, innovate at pace and deliver better experiences over time.

"For customers and partners, there is nothing they need to do today. Products, agreements and services continue as normal, and we will keep people updated as the brand change progresses."

This news follows closely the Group's announcement that Halifax will change to Lloyds, reinforcing its commitment to make managing finances simpler and easier for customers across its brands.

Black Horse, Lex Autolease and Tusker have each played an important role in helping people and businesses access vehicles, manage fleets and support the transition to electric vehicles. The specialist expertise and customer focus behind each brand will continue through Lloyds Auto.

Key information for customers and partners:

- There is nothing customers or partners need to do today.
- Existing products, agreements and terms are unchanged.
- Customers and partners will continue to be supported through existing channels.
- The Lloyds Auto brand will be introduced gradually over time.
- Customers and partners will be contacted directly when they need to know about any changes.

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- We will never ask customers to move money, transfer funds or share security details as part of this change. If anyone contacts a customer asking them to do this, it is a scam.

Ends

Notes to editors

About Lloyds Banking Group

With 28 million customers, we're proud to be the UK's biggest digital bank. Our services span retail and commercial banking, insurance and long-term savings, delivered through trusted brands including Lloyds, Halifax, Bank of Scotland and Scottish Widows.

Our purpose is Helping Britain Prosper. For more than 320 years, we've served households and businesses across the UK. Today, we're transforming how we do that. We've invested more than £4bn in our digital transformation, and we're just getting started. That means building smarter, more resilient tech, expanding our use of AI, and creating seamless experiences for a digital-first Britain.

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