

# PRESS RELEASE



## **CIFA AND ZOOMLION CAPITAL LAUNCH NEW FLEXIBLE FINANCING SOLUTIONS ADDRESSED TO THEIR EUROPEAN CLIENTS**

***Thanks to a partnership with the vendor finance company DLL, CIFA's clients will benefit from more competitive finance rates, maximizing their use of the latest equipment technology.***

Senago (Milan, Italy), 29<sup>th</sup> October 2019. – **CIFA, a leading manufacturer of concrete-working machinery and equipment - with Zoomlion Capital, its captive finance company, have launched a new range of financial services aimed at increasing its market presence in Europe.** This new offering, developed in partnership with **DLL, a global vendor finance company**, will be launched in all key European countries and eventually enlarged in all this region.

By providing a complete range of flexible and innovative finance solutions for all CIFA products, Zoomlion Capital will enable customers to realize competitive finance rates with enhanced cash flow benefits, and ensures capital resources remain intact. This tailored approach permits efficient and effective operating costs that meet a customer's business goals and allows them to maximise their use of the latest equipment technology.

*"After gaining strong recognition from European market for its innovative technology, CIFA is now focusing on providing its customers with competitive financial tools" says Marco Polastri, Sales, AfterSales and Marketing Director of CIFA. "Thanks to the strategic work developed by Zoomlion Capital, combined with DLL expertise in European market, we are confident that we will succeed, increasing competitiveness and therefore market-share."*

*"This strategic initiative, developed in conjunction with DLL, represents the first step in the creation of a great European financial hub for all our CIFA clients" adds Alessandro Iacono, Managing Director of Zoomlion Capital Italy SpA.*

### ***A strategic partnership with a pioneering manufacturer***

*"We are very pleased to establish an international partnership with CIFA and Zoomlion Capital" comments Cesar Alonso, European Commercial Lead, Construction, Transportation & Industrial (CT&I) at DLL. "In a relatively traditional market, CIFA is leading the way with their pioneering approach to new machines, and continuously pushing the boundaries on what has previously been created. Through our dedicated international client management, specialized asset knowledge and strategic marketing resources, we will support CIFA to execute their growth strategy, which builds on our shared vision of innovation and sustainability. By establishing this partnership, CIFA, Zoomlion Capital and DLL will be able to provide flexible, tailored solutions to best serve changing customer needs."*

In addition to the full range of leasing products, CIFA and Zoomlion Capital will also be able to offer a range of flexible stock financing options to dealers. This will allow dealers to optimize their stock and capital flow while ensuring a good product availability in the market, enabling them to focus on providing exceptional expertise and service to their customers.

#### **About CIFA**

CIFA is a leading manufacturer of concrete-working machinery and equipment with a consolidated presence in the Italian and global markets. CIFA has been part of the Chinese industrial group Zoomlion since 2008 and is an international company with sales and support networks all over the globe. The company provides its customers not only with reliable, high-quality products but also with financial support through Zoomlion Capital. For further information, visit the website [www.cifa.com](http://www.cifa.com)

#### **About Zoomlion Capital**

Part of the Zoomlion Capital Group based in Hong Kong, Zoomlion Capital Italy SpA is a “Captive” company; that is to say, a financial company exclusively working for the Group’s customers. Its offices are located in Senago (Milan), inside the CIFA plants, ensuring total integration with the whole Zoomlion Group in order to guarantee customers a complete range of service.

For more information, please visit: [www.zoomlioncapital.it/en](http://www.zoomlioncapital.it/en)

#### **About DLL**

DLL is a global vendor finance company with more than EUR 30 billion in assets. Founded in 1969 and headquartered in Eindhoven, the Netherlands, DLL provides asset-based financial solutions in the Agriculture, Food, Healthcare, Clean Technology, Construction, Transportation, Industrial, Office Equipment and Technology industries. DLL partners with equipment manufacturers, dealers and distributors in more than 30 countries to support their distribution channels and help grow their businesses. DLL combines customer focus with deep industry knowledge to deliver sustainable solutions for the complete asset life cycle, including commercial finance, retail finance and used equipment finance. DLL is a wholly owned subsidiary of Rabobank Group.

To learn more about DLL, visit [www.dllgroup.com](http://www.dllgroup.com).

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