

Delivering for our stakeholders

Our objectives

Universal service offering

Worry-free mobility

Excellent customer service

Affordable choice

Value for money

Efficiency

Sustainability

How we add value



Our proposition

- We aim to deliver value and an excellent service for customers by providing an affordable, consistent, worry-free leasing proposition which is universally available across the UK.
- Our proposition is delivered in a sustainable manner to ensure that we meet the needs of today's and tomorrow's customers.



Our people

- The way we work is central to delivering and meeting the needs of our customers.
- Our employees believe passionately in what we do, underpinned by a strong and supportive culture.
- We aim to recruit and retain the talent needed to maintain our strong performance over the long term.



Our partners

- Working with our key partners we provide worry-free mobility offering: servicing, breakdown assistance, insurance, tyre and windscreen replacement.
- We have developed strategic relationships with mainstream car manufacturers and support specialist training across the UK dealership network.

The value we create

Delivering for our customers

Turn to pages 8-9 for more information on how we deliver for our customers

634k

Customers on the Scheme

45%

Cheaper than market alternatives

98%

Worry-Free satisfaction rating

£213m

Reinvested into improving our customer proposition

Empowering our employees

Turn to pages 10-11 for more information on how we empower our employees

95%

Employee engagement

50:50

Gender balance in senior leadership team

42%

Roles filled internally

7%

Talent retention is high with attrition less than 7%

Supporting disabled communities

Turn to pages 12-13 for more information on how we support disabled communities

£852m

Donation to the Motability Foundation (FY2018: £400m)

70 cars

Provided for families of children through Family Fund and Motability (charity)

£55k

Donations based around employee fundraising

20,000

Attendees at 'One Big Day' events across the country

Positive economic impact

Turn to pages 14-15 for more information on the positive economic impact of the Scheme

£3.6bn

Purchases from UK dealers

>49,000

Customers' and carers' studies supported by customer's car

>32,000

Jobs linked to the Scheme

100

Jobs to be created at our new office opening near Edinburgh