

# Our journey

**1969**

- De Lage Landen is founded
- First hire purchase for Fiat 850S Valued 5,730 Dutch guilders

**1976**

New logo and pay off:  
De Lage Landen, geld(t) als de beste



**1982**

Introduce car leasing In cooperation with Lease Plan Nederland

**1985**

Joint venture Translease

**1987**

Expand into Europe

**2001**

Launch new logo  
– De Lage Landen, Partners in Finance



**2000**

Joint venture Schmitz Cargobull AG

**1998**

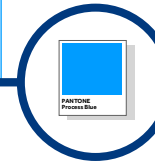
Expand into North America

**1990**

Joint venture AGCO Finance

**1989**

Launch De Lage Landen blue  
– a new corporate identity



**2002**

- Expand into South America and Australia
- Joint venture Philips Medical Capital

**2004**

Expand into Asia and Nordics

**2006**

- Expand into Central and Eastern Europe
- DLL acquires Athlon – an international car leasing company

**2007**

Launch of Freo – online consumer finance in the Netherlands

**2010**

- Introduce Leaseloket.nl – Online leasing available in the Netherlands
- Mahindra Joint venture

**2018**

#1 Vendor finance provider in the United States for the tenth consecutive year

**2017**

- Transfer of Dutch Financial Solutions business line to Rabobank
- DLL closes inaugural U.S. Securitization Transaction for \$501.5M
- DLL opens Regional Processing Center (RPC) in Dallas to bring service closer to its partners

**2016**

- DLL wins Young Global Leaders' Circular Economy Investor Award at the World Economic Forum Annual Meeting in Davos
- Sale of mobility entity, Athlon, to Daimler Financial Services

**2014**

Launch new brand: DLL



**2013**

European Lessor of the Year Award

**2019**

- DLL celebrates 50th anniversary – DLL has evolved to become an award-winning, global vendor finance company with over 5,000 employees in more than 30 countries, and boasting a wide array of products and services

**2020**

At the start of the COVID pandemic, almost the entire global team pivoted to working from home and demonstrated the ability to operate business on a 100 percent remote basis worldwide within 2 days

**2022**

- The Executive Board of DLL was expanded to six members by including the position of Chief Human Resources Officer (CHRO)
- DLL closed the year with a record portfolio balance of over EUR 40B

**2023**

DLL is one of the three strategic pillars of Rabobank's strategy

**2025**

- The DLL Executive Board expanded to seven members by including the position of a Chief Digital Officer (CDO)
- Joint Venture GATE, supporting the energy transition

**2026**

- Refresh DLL brand

