



## **EVERRATI ADDS BESPOKE FINANCE OFFERING THROUGH JBR CAPITAL FOR ITS RANGE OF ELECTRIFIED CLASSICS**

- Leading creator of redefined electric icons working with top high-end automotive financier
- Both individuals and businesses can now arrange tailored finance for an Everrati product through JBR Capital
- Each company is united by a shared passion to enjoy iconic and high-end vehicles sustainably
- Everrati electrifies icons by upgrading them with cutting-edge EV technology; its range includes redefined versions of the Porsche 911 (964) and Land Rover Series IIA, GT40 in partnership with Superformance and Mercedes-Benz W113 SL 'Pagoda'
- JBR Capital is the UK's only independent lender dedicated solely to high-end vehicle finance
- Everrati and JBR Capital will appear at Salon Privé, London, from 21-23 April 2022
- Media assets: [https://bit.ly/Everrati\\_JBR\\_Capital](https://bit.ly/Everrati_JBR_Capital)

**4<sup>th</sup> April 2022:** Everrati Automotive Limited (Everrati), the leading creator of redefined electric classic & iconic cars, is now offering its customers the ability to fund a purchase through a new arrangement with specialist high-end vehicle financier, JBR Capital.

Thanks to this innovative new initiative, a first within the automotive market, customers can arrange bespoke finance for an electrified iconic car from Everrati, with agreements tailored to their specific needs. JBR Capital's flexible financing solutions are available for both Everrati's individual buyers and business customers, such as those within the luxury lifestyle sector. The initiative makes the process of purchasing an Everrati more straightforward and financially astute than ever before, whether the model is bought for personal or business use.

Everrati is the leading technology company redefining icons through the integration of the very latest electric vehicle (EV) powertrains, with a wide portfolio of redefined, zero-emission products, including the Porsche 911 (964), Land Rover Series IIA, GT40 in partnership with Superformance and Mercedes-Benz W113 SL 'Pagoda'.

JBR Capital is the UK's only independent finance lender dedicated solely to high-end vehicle finance. It has rapidly established an enviable reputation within the automotive finance sector, forming close relationships with dealers, brokers, and customers, and will this year surpass a £1bn in total lending.

Both Everrati and JBR Capital see growing synergies between their businesses. Surging demand for Everrati products is being led by sustainability-conscious millennials and Gen-Z buyers who are seeking an iconic car from decades such as the 80s and 90s, yet demand EV power over ICE, and for whom finance is an expected purchasing method.

Specialising in supercars and classic cars, JBR is seeing significant growth in demand for finance of high-performance electric vehicles. It has also recently announced its new environmental, social and governance strategy, which will see it offset the emissions of customers' ICE cars for the first 5,000 miles of a finance agreement, and a systematic reduction in the carbon impact of its entire business, further marking it out as an innovator in the automotive finance industry.

Everrati and JBR Capital will appear at Salon Privé London, held at the Royal Hospital Chelsea from April 21-23.

**Justin Lunny, Founder & CEO, Everrati Automotive Limited, said:** *"We are delighted to be working with JBR Capital, who like Everrati, is a leader in its field. This new arrangement is both hugely exciting and a crucial offering for customers. As well as seeing surging demand for our products from millennials and Gen-Z buyers, for whom finance is an expected way to purchase a high-end vehicle, we are also seeing significant growth from leading companies such as luxury hotel groups. For these organisations, sustainable yet desirable electric classics are a must-have, and being able to finance an Everrati product makes complete business sense."*

**Darren Selig, Founder & Chief Commercial Officer at JBR Capital, commented:** *"We are increasingly seeing strong demand for finance on high-performance electric vehicles, so we are delighted to be working with Everrati, and are looking forward to providing its rapidly growing customer base with finance agreements specifically tailored to their individual needs."*

**Nayan Kisnadwala, Chief Executive Officer at JBR Capital, commented:** *"We share Everrati's enthusiasm for driving and iconic cars. Indeed, our mantra is to 'Fund your passion', and as a highly responsible business and champion of this industry, we want to preserve the enjoyment of high-end vehicles for the future. That's why we recently introduced an initiative to offset the emissions of customers' ICE cars for the first 5,000 miles of a finance agreement. Enabling clients to simultaneously enjoy a passion for driving but doing so in a sustainable manner fits perfectly with our ethos."*

**ENDS**

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### **About Everrati™**

Everrati™ was founded in 2019 by British entrepreneur Justin Lunny and long-term automotive specialist Nick Williams. Both car enthusiasts from an early age, they became increasingly conscious of the wider impact combustion engines have on the environment. Everrati was launched with the vision of restoring iconic models from an earlier era and converting them to electric propulsion.

Everrati's model line-up consists of electric versions of the Porsche 911 (964) Coupe, Targa, Cabriolet in Pure, Signature, and Gulf Signature Editions, Land Rover Series IIA, GT40 in partnership with Superformance including officially licenced Gulf Edition and Mercedes-Benz W113 SL 'Pagoda'. Everrati™ designs, develops and builds its cars from a bespoke facility in Upper Heyford, Oxfordshire.

Everrati™ restores and modifies existing classic and iconic cars for its customers to enable them to be used and enjoyed in a low carbon world. Everrati™ does not manufacture vehicles. Everrati™ is not sponsored, associated, approved, endorsed, nor, in any way, affiliated with the manufacturers of the cars they restore. All brand names, logos and crests along with any other products mentioned are the trademarks of their respective holders. Any mention of trademarked names or other marks is for purpose of reference only.

### **About JBR Capital**

Founded in 2015, JBR Capital is the UK's only independent finance lender dedicated solely to high-end vehicle finance. JBR Capital has rapidly established an enviable reputation within the automotive finance sector, forming close relationships with dealers, brokers, and customers – and will this year surpass a £1bn in lending.

Through a combination of a highly personalised approach and key strategic partnerships – such as with Supercar Driver and The Intercooler – JBR Capital immerses itself in the high-performance automotive community. In March 2022, it announced an expansion of the reach, scale, and ambition of its progressive environmental, social and governance (ESG) strategy with a host of new strategic initiatives that lead the sector.

The rapidly growing company has launched a programme to help its clients reduce their environmental footprint by offsetting 5,000 miles of CO<sub>2</sub> emissions for each new car the company finances. It has also set a target to reduce its CO<sub>2</sub> output by 10 per cent every year, and has purchased carbon credits for 2019-2021 as it transitions towards net-zero certification.