

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

de lage landen
BOUWEN

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

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

dLL financial solutions partner

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