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Crédit Agricole Leasing & Factoring steps into the future with a new logo

Connected to the future

This year, CAL&F celebrates its 15th anniversary. Since merging leasing and factoring under one corporate umbrella, the group has continuously evolved, successfully consolidating and expanding its leasing, factoring, and renewable energy financing business units within a unified structure.

The world is changing faster than ever — becoming more connected dynamic, and complex. In this so-called VUCA world (Volatility, Uncertainty, Complexity, Ambiguity), CAL&F is repositioning its brand with a modern new logo and the campaign slogan “Connected to the Future.”

The new logo adopts the colors of its parent company, Crédit Agricole, placing the “CA” brand at the forefront as the umbrella for the CAL&F group. This highlights CAL&F’s own identity while emphasizing its strength and connection within the Crédit Agricole group.

To meet the demands of a dynamic market environment, CAL&F is strengthening collaboration with partners across France and Europe. Together, they are developing new business areas and innovative solutions covering the full spectrum of corporate expertise — an approach unified under the concept “One CAL&F.”

With the campaign slogan “Connected to the Future,” CAL&F reaffirms its commitment to not only being a reliable financing partner for its clients but also actively supporting the sustainable development of their businesses.

For CAL&F, the future combines change with responsibility.