?Cashfloat releases Payday Loans 2.0 as a real alternative to payday lending in the UK in 2018.

Thursday 7 June, 2018

Cashfloat.co.uk, a trading style of London-based lender Western Circle Limited, released **Payday Loans 2.0** this week. This brand new credit product provides a safe and fast alternative to traditional payday lending in the UK. The increased flexibility allows it to compete with revolving credit, credit cards and bank overdrafts.

Three years ago, when Cashfloat introduced their Fintech-based strategy for the UK, they declared their mission to be:

> Making payday loans safe, fair, affordable and available to citizens of the UK in times of need.

Today, after helping over 40,000 people obtain fair credit online, the company reveals its brand new vision for payday loans in the UK.

Peter Kimpton, Cashfloat COO says,

Cashfloat Payday Loans 2.0 is based on thousands of reviews and requests from our customers. We invested millions into developing technologies that give borrowers full control over their loan, a safe experience and a fair deal. We want to give them the peace of mind they deserve. Payday Loans 2.0 is the next generation of online credit in the UK.

Cashfloat Payday Loans 2.0 comes with a whole new level of speed and accessibility, increasing Cashfloat's approval rate and decreasing their funding time. Furthermore, the new version of Cashfloat's payday loans allows customers to exercise their GDPR rights with ease.

In 2018, UK consumers are finally presented with a suitable alternative to old fashion payday loans. This alternative is often cheaper and easier than bank overdraft, credit cards and revolving credits.

About Cashfloat

Cashfloat.co.uk is a trading style of Western Circle Limited; a fully-FCA authorised direct lender. The Cashfloat model is based on fundamentally good morals and very advanced artificial intelligence technology designed to help and protect people taking payday loans online.

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Social Media Accounts

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