

FINAL TERMS

21 October 2010

RCI Banque

Issue of Euro 700,000,000 4 per cent. Notes due 25 January 2016 (the "Notes")

under the Euro 12,000,000,000

Euro Medium Term Note Programme

The Base Prospectus referred to below (as completed by these Final Terms) has been prepared on the basis that any offer of Notes in any Member State of the European Economic Area which has implemented the Prospectus Directive (2003/71/EC) (each, a **Relevant Member State**) will be made pursuant to an exemption under the Prospectus Directive, as implemented in that Relevant Member State, from the requirement to publish a prospectus for offers of the Notes. Accordingly any person making or intending to make an offer in that Relevant Member State of the Notes may only do so in circumstances in which no obligation arises for the Issuer or any Dealer to publish a prospectus pursuant to Article 3 of the Prospectus Directive or supplement a prospectus pursuant to Article 16 of the Prospectus Directive, in each case, in relation to such offer. Neither the Issuer nor any Manager has authorised, nor do they authorise, the making of any offer of Notes in any other circumstances.

PART A - CONTRACTUAL TERMS

Terms used herein shall be deemed to be defined as such for the purposes of the Conditions set forth in the Base Prospectus dated 5 July 2010 (the **Base Prospectus**) and the supplement to the Base Prospectus dated 3 August 2010 (the **Supplement**) which together constitute a base prospectus for the purposes of the Prospectus Directive (Directive 2003/71/EC) (the **Prospectus Directive**). This document constitutes the Final Terms of the Notes described herein for the purposes of Article 5.4 of the Prospectus Directive and must be read in conjunction with the Base Prospectus as so supplemented. Full information on the Issuer and the offer of the Notes is only available on the basis of the combination of these Final Terms and the Base Prospectus as so supplemented. The Base Prospectus and the Supplement are available for viewing at www.bourse.lu and copies may be obtained from the registered office of the Issuer, the principal office of the Agent in London and the principal office of the Paying Agent in Luxembourg.

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| 1. Issuer: | RCI Banque |
| 2. (a) Series Number: | 251 |
| (b) Tranche Number: | 1 |
| 3. Specified Currency or Currencies: | Euro |



4. Aggregate Nominal Amount:	Euro 700,000,000
5. Issue Price:	99.641 per cent. of the Aggregate Nominal Amount
6. (a) Specified Denomination(s):	Euro 1,000
(b) Calculation Amount:	Euro 1,000
7. (a) Issue Date:	25 October 2010
(b) Interest Commencement Date:	25 October 2010
8. Maturity Date:	25 January 2016
9. Interest Basis:	4 per cent. per annum Fixed Rate (further particulars specified below)
10. Redemption/Payment Basis:	Redemption at par
11. Change of Interest Basis or Redemption/Payment Basis:	Not Applicable
12. Put/Call Options:	Not Applicable
13. (a) Status of the Notes:	Senior
(b) Date approval for issuance of Notes obtained:	1 June 2010
14. Method of distribution:	Syndicated

PROVISIONS RELATING TO INTEREST (IF ANY) PAYABLE

15. Fixed Rate Note Provisions	Applicable
(a) Rate of Interest:	4 per cent. per annum, payable annually in arrear
(b) Interest Payment Date(s):	25 January in each year commencing on 25 January 2012
(c) Fixed Coupon Amount(s):	Euro 40 per Calculation Amount
(d) Broken Amount(s):	There will be a long first coupon in respect of the period commencing on, and including the Issue Date to, but excluding, the first Interest Payment Date amounting to Euro 50.08 per Euro 1,000 Calculation Amount.

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| (e) | Day Count Fraction: | Actual/Actual (ICMA) unadjusted |
| (f) | Determination Date(s): | 25 January in each year |
| (g) | Other terms relating to the method of calculating interest for Fixed Rate Notes: | Not Applicable |

16. Floating Rate Note Provisions	Not Applicable
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17. Zero Coupon Note Provisions	Not Applicable
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18. Index Linked Interest Note Provisions	Not Applicable
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19. Dual Currency Note Provisions	Not Applicable
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PROVISIONS RELATING TO REDEMPTION

20. Issuer Call:	Not Applicable
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21. Put Option:	Not Applicable
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22. Final Redemption Amount of each Note:	Euro 1,000 per Calculation Amount
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23. Early Redemption Amount: Early Redemption Amount(s) per Calculation Amount payable on redemption for taxation reasons or on event of default and/or the method of calculating the same (if required or if different from that set out in Condition 7(f):	As set out in Condition 7(f)
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GENERAL PROVISIONS APPLICABLE TO THE NOTES

24. Form of Notes:	Bearer Notes: Temporary Global Note exchangeable for a Permanent Global Note which is exchangeable for Definitive Notes on an Exchange Event
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25. New Global Note:	Yes
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26. Financial Centre(s) or other special provisions relating to payment days:	TARGET, London
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27. Talons for future Coupons or Receipts to be attached to Definitive	No
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Notes (and dates on which such Talons mature):

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| 28. Details relating to Partly Paid Notes: amount of each payment comprising the Issue Price and date on which each payment is to be made and consequences (of any) of failure to pay, including any right of the Issuer to forfeit the Notes and interest due on late payment: | Not Applicable |
| 29. Details relating to Instalment Notes: amount of each instalment, date on which each payment is to be made: | Not Applicable |
| 30. Redenomination, renominatisation and reconventioning provisions: | Not Applicable |
| 31. Consolidation provisions: | Not Applicable |
| 32. Other final terms: | Not Applicable |

DISTRIBUTION

33. (a) If syndicated, names and addresses of Managers:

Joint Lead Managers

Banco Bilbao Vizcaya Argentaria, S.A.
Via de los Poblados s/n, 2ª planta
28033, Madrid,
Spain

Natixis
47, quai d'Austerlitz
75013 Paris
France

UniCredit Bank AG
Arabellastrasse 12
D-81925 Munich
Germany

Co-Lead Managers

Bayerische Landesbank
Brienner Straße 18
80333 München
Germany



	Danske Bank A/S 2-12 Holmens Kanal DK-1092 Copenhagen K Denmark
(b) Date of Syndication Agreement:	21 October 2010
(c) Stabilising Manager(s) (if any):	Not Applicable
34. Total commission and concession:	0.310 per cent. of the Aggregate Nominal Amount
35. If non-syndicated, name and addresses of Dealer:	Not Applicable
36. U.S. Selling Restrictions:	Reg. S Compliance Category 2; TEFRA D
37. Non-exempt Offer:	Not Applicable
38. Additional selling restrictions:	Not Applicable

PURPOSE OF FINAL TERMS

These Final Terms comprise the final terms required for issue and admission to trading on the Regulated Market of the Luxembourg Stock Exchange and Euronext Paris of the Notes described herein pursuant to the €12,000,000,000 Euro Medium Term Note Programme of RCI Banque.

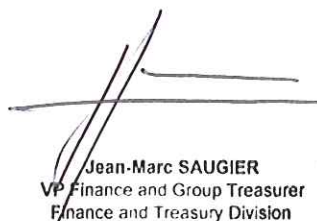
RESPONSIBILITY

The Issuer accepts responsibility for the information contained in these Final Terms.

Signed on behalf of the Issuer:

By:

Duly authorised



Jean-Marc SAUGIER
VP Finance and Group Treasurer
Finance and Treasury Division

PART B - OTHER INFORMATION

1. LISTING AND ADMISSION TO TRADING

Application has been made by the Issuer (or on its behalf) for the Notes to be listed and admitted to trading on the regulated market of the *Bourse de Luxembourg* and on Euronext Paris with effect from 25 October 2010.

2. RATINGS

Ratings:

The Notes have the benefit of the general rating granted to the programme (see "Ratings" on page 9 of the base prospectus dated 5 July 2010).

3. NOTIFICATION

The competent authority in Luxembourg has provided the French *Autorité des Marchés Financiers* with certificates of approval attesting that the Base Prospectus and the Supplement have been drawn up in accordance with the Prospectus Directive.

4. INTERESTS OF NATURAL AND LEGAL PERSONS INVOLVED IN THE ISSUE

Save as discussed in "Subscription and Sale", so far as the Issuer is aware, no person involved in the offer of the Notes has an interest material to the offer.

5. REASONS FOR THE OFFER, ESTIMATED NET PROCEEDS AND TOTAL EXPENSES

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| (i) Reasons for the offer: | See "Use of Proceeds" wording in Base Prospectus |
| (ii) Estimated total expenses: | Euro 8770 |
| (iii) Estimated net proceeds: | Euro 695,317,000 |

6. YIELD

Indication of yield:

4.072 per cent. per annum

The yield is calculated at the Issue Date on the basis of the Issue Price. It is not an indication of future yield.

7. OPERATIONAL INFORMATION

ISIN Code: XS0551845265

Common Code: 055184526

Any clearing system(s) other than Euroclear Bank SA/NV and Clearstream Banking, *société anonyme* and the relevant identification number(s): Not Applicable

Delivery: Delivery against payment

Names and addresses of initial Paying Agent(s): Citibank, N.A.
Ground Floor
DUB-01-11
1 North Wall Quay
Dublin 1
Ireland

Intended to be held in a manner which would allow Eurosystem eligibility: Yes

Note that the designation "Yes" simply means that the Notes are intended upon issue to be deposited with one of the ICSDs as common safe-keeper and does not necessarily mean that the Notes will be recognised as eligible collateral for Eurosystem monetary policy and intra-day credit operations by the Eurosystem either upon issue or at any or all times during their life. Such recognition will depend upon the ECB being satisfied that Eurosystem eligibility criteria have been met.

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