



ALD Automotive Group  
**Press kit**

LET'S DRIVE TOGETHER





«ALD Automotive offers mobility solutions that are tailored-made to the needs of each enterprise respecting local differences and taking into account the impact of company vehicles on human resources management.

We are very committed to the quality of our customer relations, whether fleet managers or drivers. A leading player in Full Service Leasing and professional vehicle management, we've put sustainable mobility at the heart of our research and development policy.»

Gianluca Soma,  
Chief Executive Officer ALD Automotive Group



# ALD Automotive

## A recognized leader in a dynamic market

### 1 - A global player in an evolving business

**A**ctive since 1946 in the Full Service Leasing (FSL) and Fleet Management markets, ALD Automotive, a subsidiary of Societe Generale, is recognized as one of the world's leading companies in the field. With more than 15% market share in the majority of its markets, ALD Automotive benefits from the vitality of a rapidly growing market sector because of its in-depth knowledge of its different businesses. A specialist in Full Service Leasing and Fleet Management, ALD Automotive is the second-largest European and third-largest global player in the market, with a fleet of 841,220 vehicles in 38 countries as of January 2011. Thanks to its particularly well-balanced business mix, ALD Automotive has successfully managed to win new prospects while ensuring the loyalty of its customers. The solutions we provide, our sales organization, the quality of our services, competitive pricing, and different methods of distribution have catapulted our brand to the forefront of the international market. A real service integrator, ALD Automotive has conquered a leading position with a strategy emphasizing innovation and offering companies high-performance mobility solutions.

### A dynamic market

Today, one in five vehicles in the world is used for business purposes. In Europe, in 2010, nearly 250 million automobiles were on the road. Nearly 10% (24 million) of this fleet is used by businesses for employee mobility (source: Datamonitor). Additionally, 13.8 million new vehicles were registered in Europe in 2010 (source: ACEA), along with 1.5 million light trucks. Of these sales, 26% (4 million vehicles) are used by company employees for professional travel (source: Datamonitor). Since 1990, the enterprise vehicle market has experienced sustained growth and represents an increasingly larger portion of new vehicle registrations. In Europe, Full Service Leasing has

been used to finance 25% of all business vehicles, representing a rolling stock of 6.3 million vehicles. The success of this type of financing is growing and currently accounts for 37.9% of annual registrations. In Western Europe (France, Germany, Great Britain, Belgium, Italy, Spain, the Netherlands), the Full Service Leasing market has arrived at maturity and experiences annual growth of 3 to 4%. In other European countries, the FSL market reaches growth levels up to 40%. FSL is currently one of the primary methods of financing company vehicles and continues to offer strong development potential in many countries.

## Key figures

841,220 vehicles managed in 38 countries

3,700 employees around the world

198,000 new vehicles purchased

3,200,000 days of short-term leasing

150,000 used vehicles sold

### The advantages of Full Service Leasing with ALD Automotive

Over the years, Full Service Leasing has become increasingly in demand by companies. Since the 1990s, large accounts have become convinced of the many benefits of this method of financing; an increasing number of SMEs have begun to appreciate the potential savings that can be gained. Full Service Leasing helps reduce capital investments and optimize a company's financing and tax expenses. At the same time, management of a vehicle fleet requires real know-how and day-to-day monitoring in order to accommodate the needs of company employees while optimizing budget expenditures. Regardless of size, companies do not necessarily have the resources needed to successfully carry out such

projects or may prefer to concentrate on core activities. As a specialist in company vehicles, ALD Automotive has the skills and competencies to provide personalized services to each of its customers based on their activities and priorities.

Another advantage of Full Service Leasing is that the company is no longer exposed to the risk associated with vehicle resale. ALD Automotive monthly leases are based on a factor that combines the term of the lease and the amount of distance traveled. At the end of the contract, the company returns the vehicle to the leasing company who will be responsible for its resale. Thanks to Full Service Leasing, the com-

pany is safeguarded against the fluctuations of the used vehicle market.

The company also benefits from privileged purchasing terms negotiated by ALD Automotive with manufacturers. In 2010, ALD Automotive purchased 200,000 new vehicles for its customers, providing them with a negotiating power far greater than any individual company, even one with a fleet of a hundred or more vehicles. Finally, ALD Automotive uses specialized computer-based tools for centralizing and consolidating fleet data. In this way, the company has access to an overall view of its fleet and can negotiate from a position of strength.



## Solutions for optimizing enterprise mobility

Full Service Leasing is about more than just financing solutions, no matter how successful. ALD Automotive also provides a wide range of services to manage, from A-to-Z, all operations associated with the use of company vehicles. Maintenance, repairs, insurance, roadway assistance, replacement vehicles, short-term

leasing, prevention of highway risks, training and awareness of eco-driving, fuel, tire, and equipment management, and more. A company can outsource all or part of its fleet management to ALD Automotive. Whether the company chooses to finance its fleet using Full Service Leasing or direct purchases,

ALD Automotive's specific competencies will optimize all operations linked with monitoring vehicle use. With Full Service Leasing, services are included in the monthly fee. Yet, if a company decides to provide its own financing, ALD Automotive can handle all fleet-related operations. In 2010, ALD

Automotive purchased 980,000 tires from manufacturers and more than 3 million days of short-term leasing on behalf of its clients. The large volumes give ALD Automotive the leverage to obtain competitive prices that benefit their customers.

## A leader in Fleet Management

Some companies want to own their fleets but don't want the responsibility of its day-to-day management. For this type of customer request, ALD Automotive can use its expertise to manage and optimize the fleets. While retaining ownership of their fleet, the company has the advantage of relying on processes set up by ALD

Automotive and can, therefore, concentrate resources on its core activities. ALD Automotive is one of the leading players in the Fleet Management market in France and Europe. Through its range of services and negotiated rates, the market leader in mobility solutions helps its customers identify and control costs, streamline and

simplify fleet management, and take advantage of a personalized response to their needs. ALD Automotive offers the choice of two fleet-management solutions. The first is a flat-rate leasing plan for services provided. In the second, ALD Automotive bills for expenses incurred and receives payment for fleet management.

## White labeling – winning partnerships

Through our partnerships with automobile manufacturers, ALD Automotive works closely with the SME markets. ALD Automotive has signed agreements with a number of manufacturers to deploy its expertise throughout their networks. By means of national or European partnerships with the majority of manufac-

turers, ALD Automotive is currently the key player in this field and helps some of the world's best-known automotive companies enhance their financing options and services. Our customers include Ford, Renault, Opel, Fiat, Peugeot, Citroën, Toyota, Honda, Jaguar, Volvo, Mazda, Lexus, Chevrolet, and Kia.



## International leadership

ALD International, the holding company of ALD Automotive, coordinates all subsidiaries in the 38 countries where ALD operates. The solutions we offer, our sales organization, the quality of service and competitive pricing, and our range of distribution methods, have all enabled ALD Automotive to become a leader in the interna-

tional market for enterprise mobility solutions.

In Europe, with a financed fleet of nearly 600,000 vehicles (+7% in 2010 compared to 2009), ALD Automotive holds 10% of the FSL and services market. Additionally, the fleet managed by ALD Automotive includes more than

200,000 vehicles (+8.7% in 2010 compared to 2009). In all, as of January 1, 2010, ALD Automotive's fleet included 841,220 passenger vehicles and light trucks, an increase of 6.5% in 2010 for all of its markets.

In the seven major European mar-

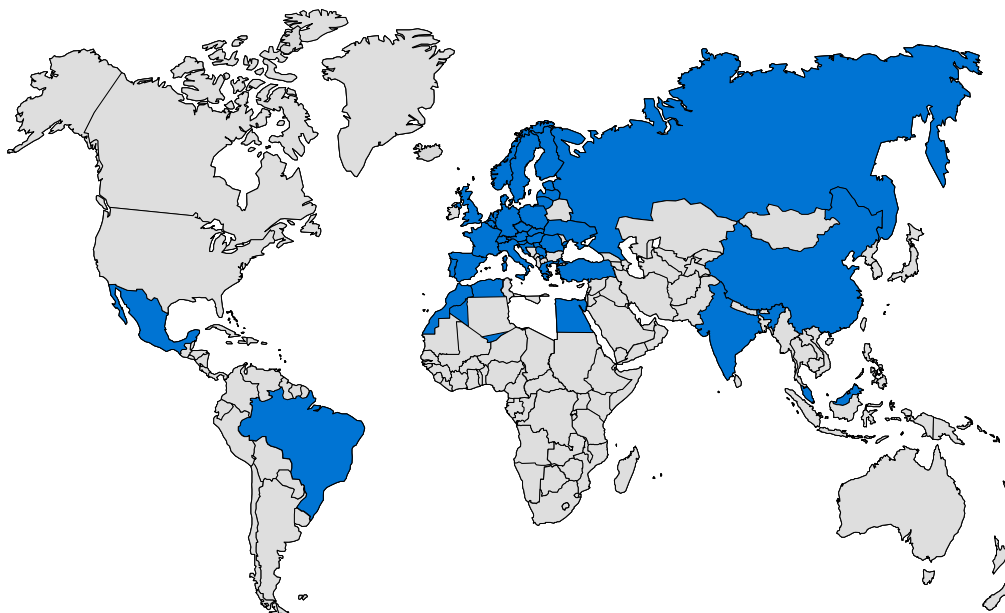
kets (Belgium, France, Germany, Italy, Netherlands, Spain, Great Britain), the number of vehicles leased and managed by ALD Automotive grew by 6.5% in 2010 (663,015).

In the other European countries where ALD Automotive is present (Austria, Denmark, Finland, Greece, Luxembourg, Norway, Portugal, Sweden, Switzerland, Croatia, Czech Republic, Estonia, Hungary, Lithuania, Latvia, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine), ALD grew by 7.3% (145,055 vehicles).

In the other countries where it operates (Algeria, Brazil, China, Egypt, India, Malaysia, Mexico, Morocco, Turkey, United States), ALD Automotive, the specialist in mobility solutions, has progressed by 1.2%. Except for the United States (where ALD sold its portfolio to Merchants in 2010), ALD International's fleet has grown, on average, by 10.4%.

ALD International's customers include large international accounts (354,562 vehicles), national companies (380,159 vehicles), and local companies that take advantage of the efficiency of the distribution model through manufacturer concessions (106,499 vehicles).

The latest statistics confirm the growing importance of a leader who has imposed its business model throughout the market for enterprise mobility.



### ALD Automotive manages a fleet of 841,220 vehicles in 38 countries

<b>WESTERN EUROPE</b>	<b>527,404</b>	<b>CENTRAL EUROPE</b>	<b>35,152</b>	<b>AMERICA</b>	<b>13,689</b>
Belgium	58,845	Austria	3,338	Brazil	10,021
France	257,596	Czech Republic	11,368	Mexico	3,668
Germany	115,902	Hungary	2,996	<b>MEDITERRANEAN</b>	<b>183,690</b>
Luxemburg	8,431	Poland	6,203	Algeria	1,404
Netherlands	23,212	Romania	6,079	Croatia	2,694
Switzerland	4,446	Slovakia	1,299	Egypt	637
United Kingdom	5,972	Ukraine	3,869	Greece	4,666
<b>NORTHERN EUROPE</b>	<b>65,436</b>	<b>ASIA</b>	<b>15,850</b>	Italy	89,862
Denmark	18,466	China	254	Morocco	4,797
Estonia	1,101	India	6,162	Portugal	12,515
Finland	19,600	Malaysia	232	Serbia	1,302
Latvia	1,173	Russia	9,202	Slovenia	1,212
Lithuania	741			Spain	58,626
Norway	8,097			Turkey	5,975
Sweden	16,257				

Figures as of December 31, 2010





## ALD International and sustainable mobility

ALD Automotive shares with Societe Generale a commitment to social responsibility. In addition to protecting people (making highways safer, protecting drivers), ALD Automotive works for the protection of the environment through the reduction of CO2 emissions and fuel consumption, as well as by increasing driver awareness.

### Bluefleet, a label that cares about the planet



Ever since its creation, ALD Automotive has helped companies reduce the environmental impact of their automobile fleets; in 2008 it created the ALD Bluefleet label. Bluefleet represents all ALD Automotive services that support sustainable mobility. In addition to CO2 emissions offset, ALD Automotive offers practical tools and services to reduce the environmental impact of enterprise mobility. Various levers

are used to achieve the same goal: a car policy integrating fuel-efficient vehicles, information and driver awareness, eco-driving training, energy saving tires, urban vehicles or new car pooling technologies, electronic invoicing, waterless cleaning methods that help promote employment, multimodal services, and more.

### An early promoter of electric vehicles

ALD Automotive was one of the first companies in the market to test the new generation of electric vehicles in real-world conditions. In 2006, ALD Automotive provided second-generation Renault Kangoo electric vehicles. Today, ALD Automotive is the reference in electric mobility, offering the latest vehicles put on the market by manufacturers.

By introducing a rate model for electric vehicles that is unique in the market, it is possible for companies to order and test new technology vehicles (hybrids, all electric, range extenders). Constantly concerned about improving efficiency to benefit our customers, ALD Automotive helps companies deploy these vehicles in the field by coordinating the installation of recharging stations and offering methods of travel that complement the use of electric vehicles.



## New mobility services

For several years, ALD Automotive has placed sustainable mobility at the heart of its development policy. As a leader in mobility solutions, ALD Automotive supports this approach while at the same

time providing their customers with vehicles that give immediate satisfaction and help them to achieve both economic and ecological objectives. ALD Automotive adapts its offer to the business

models selected by manufacturers to strengthen the mobility of its customers and control costs. Some subsidiaries in Western and Northern Europe are already far advanced in this domain and

serve as “mobility laboratories” for the entire company. In those countries, ALD Automotive has taken concrete, innovative steps to meet the new expectations clients have concerning mobility:

### \*Automated driver management at ALD Automotive UK



ALD UK was the first company specializing in Full Service Leasing and Fleet Management to extend the use of wireless technologies to all vehicles delivered to customers. In addition to real-time reporting and the optimization of in-house business processes,

this innovative technology allows ALD Automotive to contact users directly and proactively. The ALD UK platform sends messages or alerts to drivers based on various criteria. With this technology, for example, scheduling maintenance appointments is easier

and more efficient. Additionally, ALD UK can meet driver expectations with increased precision, allowing users to find a garage closer to where they live or work, receive confirmations by SMS, and so on.

### \*Multimodal offers from ALD Benelux

Compared to other European countries, Belgium and the Netherlands are in the vanguard in providing mobility solutions. ALD Benelux has created highly innovative services designed to meet the expectations of Belgian and Dutch companies and serves as a laboratory for all our subsidiaries.



\* ALD 7wheellease combines rental of a three-wheel scooter with a conventional vehicle, allowing corporate mobile resources to choose the best tool for transport: a scooter in certain, particularly dense, urban centers in the Netherlands or a car for intercity travel or during bad weather. An added benefit, by using this innovative mobility solution, companies reduce their carbon footprint.



\* ALD Railease combines the use of a rail pass with long-term vehicle leasing. Thanks to its versatility, company employees can take full advantage of public transportation while having the flexibility of a personal vehicle when needed. Not only does the reduction in vehicle mileage contribute to lowering total costs and CO2 emissions, it also provides potential tax benefits.



**\*ALD sharing**



During a test phase at Societe Generale's headquarters in La Défense, Paris, and following deployment among international customers, ALD's car pooling service provides company employees with a pool of urban cars that make use of new technologies to meet their needs for professional and personal mobility.

Through use of a simplified intranet reservation tool, employees

can reserve and pick up a vehicle using their company badge. An "e-call" button in the car puts them in contact with a dedicated call center that can answer their questions and explain how the service or the vehicle operates, especially useful for electric vehicles. When the vehicle is no longer needed, the employee returns it to its initial location and another reservation can be made. By creating this pooling service, ALD Automotive provides functional, pragmatic tools that promote sustainable mobility. For the company, there are numerous advantages. Whenever it makes use of short-term leases, taxis, or a company-managed car pool, it has only a fragmented view of these non-recurring travel costs. With ALD Sharing, the car pool-

ing solution from ALD Automotive, companies have access to precise reporting on the use of their vehicles, fuel consumption, CO2 emissions, and maintenance costs. In this way they can manage and optimize these costs through the use of reliable data from a single source.

ALD Sharing uses fuel-efficient vehicles for city use as well as hybrids and electric vehicles. Unlike short-term leasing or the use of taxis, where they could not control CO2 emissions, companies can, in this way, limit the environmental footprint of their non-recurring travel needs. A cost-saving alternative, ALD Sharing is also an ecological solution that meets the expectations of an urban customer base.



## 4 - Management and organization

The executive committee of ALD International, the holding company of ALD Automotive, consists of Gianluca Soma, Chief Executive Officer, Pascal Serres, Executive Vice-President, Tim Albertsen, Chief Operating Officer, Mike Masterson, Chief Financial Officer, and Laurent Hallermeier, Chief Information Officer. Mr. Soma, Mr. Serres, and Mr. Albertsen, fulfill a role that is both functional (business) and managerial (geographic region).



ALD in 2002, Gianluca Soma stayed on and participated in the company's growth. Within ALD Automotive he has held positions as Regional Director and Executive Vice-President. Mr. Soma was also President of the Italian Leasing Association (ANIASA) from 2005 to 2007.



Director of Fiditalia, the consumer credit subsidiary of the Group in Italy, and a market leader. He joined ALD International in 2000, where he was successively Regional Director, then Head of Sales and Marketing.



**Tim Albertsen**, 48, is of Danish nationality. He graduated from the University of South Denmark with a degree in Economy and Finance and received his MBA from the Copenhagen School of Business. He began his career with Avis, where he was successively Director of Operations, then Managing Director for Denmark. In 1997 he joined Axus Denmark as Managing Director. Following the acquisition of Axus by ALD Automotive, he was appointed Regional Director in 2003.



**Michael Masterson**, 50, is of English nationality. He holds a degree in accounting from the University of Nottingham. He served as Chief Auditor for Pricewaterhouse Coopers for 4 years. In 1989 he joined Hertz, which became ALD Automotive in 2003, where he held various positions in finance before becoming Chief Financial Officer of ALD Automotive.



**Laurent Hallermeier**, 41, is of French nationality. He holds a master of advanced studies from Paris-Dauphine University, an associate technology degree in computer science from the University of Paris, and an MA in information management from the Sorbonne. After working for Unilever, he held several positions with British Airways, eventually becoming the Head of Information Systems for Western Europe, South America, and the Caribbean. He joined ALD International in 2004.



## Press contacts

**Yuliya Tabolina**

Tel : 01 42 14 61 06

E-mail : [yuliya.tabolina@socgen.com](mailto:yuliya.tabolina@socgen.com)

**Franck David**

Tel : 01 43 41 65 59

E-mail : [presse@fdcommunication.fr](mailto:presse@fdcommunication.fr)

LET'S DRIVE TOGETHER

