

Press Release

Paris, 24th September 2010

ALD launches a new car sharing solution: ALD Sharing

On the occasion of Mobility Week in France, ALD Automotive expands its "Bluefleet" offer for sustainable mobility solutions by creating ALD Sharing, its innovative car sharing tool for corporates.

To respond to companies' periodic mobility needs, ALD Automotive now offers its customers a "vehicle at self-service" solution, ALD Sharing. This new offer is being launched in pilot phase in France in partnership with Carbox, French pioneer and leader in the car-sharing market for corporates.

ALD Sharing was developed by an in-house team of consultants dedicated to the analysis of corporates' mobility requirements, recently created at ALD Automotive. These international experts identify comparable transport modes called "ecosystems" in companies and provide optimal tailor-made business solutions.

ALD Sharing is a solution for short-term professional mobility that helps to improve employees' satisfaction. It uses a technology that allows the employee to book and return the vehicle with total autonomy, while optimizing the administrative and logistical management of pools. ALD Sharing also allows the company to optimize the cost and the ecological aspect of professional journeys using recent, hybrid and electric vehicles.

Launched in a preview mode during the Mobility Week in the business district of La Defense for the employees of Société Générale, ALD Sharing will be proposed to companies seeking innovative solutions to optimize the costs of their staff's sporadic journeys while preserving the quality of service provided to employees.

By creating this car-sharing solution proposed by a multi-brand long-term lessor, ALD Automotive expands its "Bluefleet" offer and confirms its role as a specialist in sustainable mobility in the service of its clients.



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- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
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Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

www.societegenerale.com

ALD Automotive

ALD Automotive is the operational leasing and fleet management business line of the Société Générale group. ALD Automotive is one of the largest providers in Europe and a company of reference on its market:

- Operates in **39 countries**,
- Employs **3 700 persons**,
- Manages **815 728 vehicles** (June 2010)

Combining professionalism and quality of services, ALD Automotive provides companies with value-added integrated solutions at both national and international levels.

www.aldautomotive.com