

NEWS FLASH

Paris, 16th March 2017

ALD AUTOMOTIVE IS DRIVING INNOVATION AND SETS NEW MOBILITY STARTUPPERS A CHALLENGE

ALD Automotive is launching the Startup Challenge, in partnership with Agorize, the leading platform for open innovation challenges. After last year's Driver Experience Challenge, ALD Automotive is launching a new challenge on the theme of urban parking. The participating startups have until April 3rd to submit their application on the dedicated platform. The name of the winning project will be unveiled at the grand final scheduled for June.

#ALDStartUpChallenge: the start-up spirit of ALD Automotive

By building new partnerships, ALD Startup Challenge is part of the open innovation approach followed by ALD Automotive Group. The aim of this drive for participative innovation is to galvanize its offering services, enrich the culture of innovation within ALD Automotive Group and its subsidiaries -- thereby opening up new prospects -- and to create new business opportunities, in collaboration with startups.

"This Startup Challenge enables us to take innovations we offer our customers even further. Parking in an urban environment is a problem faced by many drivers. We want to work with startups that offer disruptive solutions and reinvent the experience of our customers in this particular area.

Thanks to their new way of looking at the industry, working with young startupper enables us to move forward and evolve together. In addition, we are delighted by the prospect of giving these internet startups a boost!

We can't wait to see the projects, whatever they may be, and begin to work together." explains Kent Bjertrup, Chief Commercial Officer at ALD Automotive.

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By signing a partnership contract with ALD Automotive, the winning project will benefit from all of ALD Automotive's expertise, particularly in R&D, customer relationships, and on operational aspects. The project will be given a trial within one of the 41 countries where ALD Automotive is present.

#ALDStartUpChallenge: stages of the project

The challenge for startupper will be based on what makes the real added value of their projects for the drivers. The ALD Startup Challenge calls on outside talent to create something innovative on the theme of "Digital Parking": putting digital tools at the service of motorists to optimize parking in urban areas and more generally, to improve the overall driving experience. Participants must provide a digital product or service whose features aim to facilitate parking and make drivers' lives easier.

All registered startups will vie for being among the 15 most compelling projects selected by the voting panel made up of ALD Automotive jury and its employees.

There, they will be joined by mentors from ALD Automotive whose role will be to explain business needs and help contestants to further develop their "Digital Parking" solutions in order to reach the final.

Then, a second phase of votes will take place over a two-week period, after which the final 5 startups will pitch their ideas in front of the whole jury composed of executive members of ALD Automotive.

The winner start-up will have the opportunity to develop and test their ideas within the Group. It is an opportunity to work with a large company and to develop exponentially.

See you on April 12th and find out the first results: the selected 15 startups! Before that, applications can be submitted until April 3rd [via this link](#).

To make sure you do not miss any information about ALD Automotive Startup Challenge, follow us on Twitter under the hashtag: #ALDStartUpChallenge.

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ALD Automotive

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

- Operates in **41 countries**,
- Employs over **5,000 persons**,
- Manages over **1,400,000 vehicles** (at December 31st, 2016).

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

For more information, you can follow [LinkedIn](#) or visit www.aldautomotive.com.

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