

PRESS RELEASE

Paris, July 5 2017

#ALDSTARTUPCHALLENGE
ALD AUTOMOTIVE TRUSTS PARKBOB FOR THE PARKING
OPTIMIZATION IN URBAN AREAS!

Effervescence, challenges and cohesion are the key words that characterize this first edition of the ALD Automotive Startup Challenge ! This competition dedicated to startups is part of the ALD Automotive's open innovation strategy. With the theme of urban parking, many were startups to present their ideas ! After having reached every level of the competition, only 5 of the 63 competing startups could access the final of June 30th. After having brilliantly pitched their projects to the members of the jury, only one startup has stood out of the competition.



The challenge launched by ALD Automotive with the Startup Challenge was to offer a digital product or service based on the "Digital Parking" theme. The objective was to optimize the driving experience with all the parking issues in urban areas through digital tools. The 63 entrepreneurs that answered the call for this international competition were evaluated according to specific criteria (coherence with the theme, innovation, technical feasibility, economical benefit of the project).

After several months of teamwork alongside ALD Automotive mentors, the famous finale - and its long-awaited outcome - was held with all the ALD Automotive employees who came especially for the occasion! It is in a warm atmosphere, with challengers more determined than ever that this first edition of the Startup Challenge has closed. In front of John Saffrett, Chief Operating Officer of ALD S.A., and Kent Bjertrup, Chief Commercial Officer of ALD S.A., the 5 finalists presented their solution in 7 minutes to seduce the jury

CONTACTS PRESSE

VORS VIRGINIE
+33 (0)1 57 29 14 22
virginie.vors@aldautomotive.com

FLAVIA SOLA
+33 (0)1 41 11 37 93
aldmedia@oxygen-rp.com

ALD S.A.
17 COURS VALMY
92987 LA DEFENSE- FRANCE

S.A AU CAPITAL DE 550 037 505 EUROS
RCS NANTERRE 417 689 395

TVA INTERCOMMUNAUTAIRE FR81417689395

Spotlight on the first winning project of the ALD Automotive startup challenge, PARKBOB:



From left to right: Maximilian Mayer (Parkbob), Christian Adelsberger (Parkbob), Kent Bjertrup ALD S.A.

PARKBOB – Austria

This is a service that will contribute to making the drivers' life easier. This mobile application optimizes the search for outdoor parking. Their smart park system gives the drivers the opportunity to save time and money because the application drives users to available and free car spots. The solution can also alert the drivers in case of prohibited parking in order to avoid a fine (car parks reserved for residents, schools etc ...).

Parkbob will be piloted for up to 6 months in the frame of an experimentation partnership in one of the 41 countries where ALD Automotive is present. This important partnership agreement with the Group allows the startup to go further in the development and the roll-out of its solution. A dedicated team will be in charge of this pilot phase in order to analyze the users' feedback and optimize its implementation to all the relevant users and drivers.

ALD Automotive confirms its commitment to offer solutions and innovations in line with the needs of companies and drivers wherever they are in the world. In a totally digitized society, the Group keeps on integrating in its development thoughts young companies and start-uppers that are innovative and in facilitating everyone's daily routine.

Stay tuned to the Startup Challenge news by following the hashtag #ALDStartUpChallenge on Twitter.

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ALD Automotive

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

- Operates directly in 41 countries,
- Employs over 6,000 persons,
- Manages 1,376,000 vehicles (at 31 December 2016).

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

For more information, you can follow us on [LinkedIn](https://www.linkedin.com/company/aldautomotive) or visit www.ALDAutomotive.com.

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