



Worldwide news

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JANUARY
2017

Today, vehicle leasing players are facing inevitable disruptive changes, largely due to digitalisation, improving technology and increasing environmental concerns. They have to provide innovative and eco-friendly solutions tailored to new uses.

With over 5,000 public charging stations and a dynamic "green cars" market, Norway is a fertile ground for players seeking to develop a responsible automobile offer. The country is a real laboratory for sustainable mobility, as electric and hybrid vehicles are highly competitive regarding their TCO (Total Cost of Ownership) compared to other countries. Moreover, the government has implemented several incentive policies to foster their use. As a result, the Norwegian market today has the highest rate of electric and hybrid vehicles, since they represent 40% of the automobile offer, versus 4% in France.

ALD Automotive takes advantage of these opportunities to invest in sustainable mobility solutions to better meet its customers' needs. On 20 January in Oslo, Tim Albertsen, ALD Automotive's Deputy Chief Executive Officer, attended a seminar on electric cars with other major automobile industry players, to show the subsidiary's commitment to sustainable mobility. ALD Automotive Norway is a pioneer in the field of alternative vehicles, with the highest ratio of "green cars".

This trend is reflected at a global level in ALD Automotive. With a fleet of 12,000 electric cars and 27,000 hybrid vehicles, the entity managed to significantly reduce its carbon emissions, from 144g/km in 2012 to 126g/km in September 2016.

