

Evolving corporate mobility – the secret is choice and flexibility

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Corporate mobility is evolving, and so are our services, with a focus on CO2 targets and increased flexibility, both for employers and employees. Lonneke van der Horst, Marketing & Strategy Director for the Dutch branch of ALD, explains how companies can benefit from this.

What challenges are companies facing to manage their corporate mobility?



First of all, companies have to address the challenge of reducing their CO₂ footprint, with some even having set zero-emission targets to be met in the next five to ten years.

A second challenge has to do with next generation employees who are looking for more flexibility and freedom of choice. The one-car-fits-all policy no longer cuts it.

Thirdly, companies themselves also expect more flexibility, particularly with regard to contract duration. During the COVID-19 situation, for instance, fleets wanted to be able to easily scale their mobility and fleet up or down.

How does ALD Automotive address these challenges?

ALD Electric is our CO₂ reduction solution. It goes beyond simply delivering electric vehicles and includes a full programme with charging stations at home or at the office, charging cards to top up on the go but also consultancy and advice. We have everything in house to start the transition towards electrified fleets for any company.

To offer more freedom and choice, we launched ALD Move, a MaaS service that we will be rolling out internationally. As part of ALD Move, our clients can request advice on the best mobility solution for each moment of the day, but it also includes mobility solutions like e-bikes, public transport, carsharing, which are all available at the touch of a button in a smartphone app.

Corporates looking for more flexibility can go for ALD Flex, a medium-term rental solution that can be started or stopped per month. It is being rolled-out globally and will be available in 30 countries by mid-2021.

How do you create greater value for both the employee and the employer with these mobility solutions?

Employees and employers have contrasting objectives. The employer's is to reduce costs or to reduce CO₂ emissions, but the employee's is to get the most out of his allocated budget. We can reconcile both by rewarding certain smart choices and smart behaviour by the user.

But also our role as leasing company is changing, it is no longer about managing the assets and mobility alone. It is more and more about facilitating both employer and employees in making the right choices in mobility. We can definitely add value there looking at the context of today with more options and thus more complexity in making the right choices.

Does your mobility budget go up when you add flexibility?

Not necessarily. There are definitely ways to keep costs under control, for instance by adding second lease vehicles, which is an appealing solution as cars are lasting longer.

Looking at it from a Total Cost of Mobility perspective, which includes costs like parking, there can also definitely help identify cost-saving potential.

That's also why we set up the Mobility Design Center, a service that gives companies advice and insights to manage their mobility needs and to design their own mobility architecture. For example, introducing working from home or stimulating cycling over driving has an immediate impact on your CO₂ and on your costs.

Would you like to find out how we can help you meet your mobility challenges?

Feel free to contact us at: consultancy@aldautomotive.com