

Sparking a Sustainable Future: Annie Pin's Vision on World EV Day

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We are delighted to sit down with Annie Pin, the Chief Commercial Officer of ALD Automotive | LeasePlan, to dive into the dynamic world of sustainable mobility and electrification in honour of World EV Day™. This day unites firms, policymakers, and thought leaders for global mobility advancements and has major players like Ford, NIO, ABB, and Parker Lord join this celebration of sustainable mobility. As a sustainable mobility leader, we are committed to drive electrification and lead the way to decarbonisation. Our extensive geographical coverage through direct presence in 44 countries and an additional 16 countries thanks to commercial alliances, gives us strong insight into the issues raised by the push for electrification: from the various levels of maturity across the world to questions regarding public access and infrastructure, along with the broader issues of political will, vision and funding. In this interview, Annie highlights our impactful EV initiatives, shares her insights into why World Electric Vehicle Day is worth celebrating and how it is a necessary part of the push to accelerate EV adoption.

Leading by Example

Let's talk about World EV Day and why it's worth celebrating. In some ways the need for a "world day" proves that we still have some way to go before Electric Vehicles (EVs) go mainstream. And yet the very existence of the day points to the vital importance of transition. It's fascinating to see how the world has progressed when it comes to EVs. Back in the day, even test driving an EV, like when I first took a Nissan

Leaf onto the road, made you stand out among your friends and colleagues. People were sceptical about electrification being the way forward, but my experience over the past decade has shown how far we've come.

Now, there's a wide range of options available, and electrification is becoming the main technology for the future, though not the only one. ALD Automotive | LeasePlan is committed to driving this transition towards electric vehicles. In fact, we are on track to potentially run the world's largest EV fleet with around 3.4 million cars. Our BEV and PHEV penetration stood at 19% and 13% respectively, well ahead of the market. It's a major responsibility, but we believe in making a positive impact on reducing CO2 emissions.

A Comprehensive Approach

As you can see, our EV strategy is bold and ambitious, going beyond what the market currently forecasts for 2030. Instead of just following trends, we want to lead the way and make the transition to EVs as smooth and easy as possible for our clients. We know it's not just about a technology change, it is also about shifting mindsets and behaviours.

Charting New Territories

So, how do we help our clients make the switch to EVs?

Let me give you an example. Suppose a large client wants to reduce their CO2 emissions by 40% by 2028. We take a comprehensive approach by breaking down their current emissions from their fleet and company operations. If a significant portion of their emissions come from road-based activity, we suggest a switch to electric power trains using our My Net Zero Program. This program provides recommendations for the right mix of Battery Electric Vehicles (BEVs) and Plug-in Hybrid Electric Vehicles (PHEVs) to aim for by the target year without impacting efficiency, with milestones to mark progress along the way.

Naturally, our clients' next concern is about costs. To address that, we have another tool that predicts both expenditure and the CO2 difference for various cars and combinations of cars in different countries, considering incentives and national subsidy programs. This helps our clients understand the financial implications of the transition across their entire fleet.

Empowering Change Makers

To make these calculations and guide our clients through the process, we leverage not only our expertise but also insights from our partners, like ChargePoint. They provide charging advice, including analysing charging behaviours through an app during the car's lifetime.

The Road Ahead: Navigating the Global Impact of EV Adoption

As we navigate the road to sustainability and explore ALD Automotive | LeasePlan's commitment to electrification, it's important to acknowledge the wider significance of the electric vehicle revolution. Beyond the practical benefits of reducing carbon emissions and promoting cleaner air, the shift to electric vehicles represents a transformative force in the automotive industry and beyond. It signifies a turning point in our approach to transportation, technology, and environmental stewardship.

Just as ALD Automotive | LeasePlan offers a range of consultancy services and mobility solutions, along with rental and insurance services, all consolidated into a simple monthly invoice for traditional Internal Combustion Engine (ICE) fleets, the same innovative mindset guides our approach to EV offerings.

Our strategy extends beyond technology, focusing on influencing behaviours and maximizing operational effectiveness to keep costs down. By empowering fleet managers to receive customized reports, we enable them to make informed decisions that align with their sustainability goals. This approach, which has proven successful for ICE fleets, is now being applied to electric vehicles, forging a seamless transition.

Electric vehicles are not just a technological advancement; they are a symbol of progress and innovation. Their growing adoption signifies our collective commitment to shaping a more sustainable future, one where mobility is seamlessly integrated with environmental responsibility. This transition also influences other sectors, encouraging advancements in renewable energy infrastructure, battery technology, and smart city planning.

As Annie aptly noted, there's no denying the journey electric vehicles have taken. From standing out as rare curiosities on the road to becoming a viable choice for conscientious drivers, EVs have made remarkable strides. This evolution is a testament to the remarkable shifts in mindset and perception that have already taken place over the past decade.

So there you have it! World EV Day is a reminder of how far we've come and the bright road ahead. With ALD Automotive | LeasePlan leading the charge, we're ready to accompany our clients towards a greener and more sustainable future and to offer support every step of the way.