

Press release

Ayvens appoints new Global Director of OEM Partnerships

Paris, 1 July 2024

Ayvens is pleased to announce the appointment of Aurélie Lemaire as Global Director of OEM* Partnerships. Previously Sales Director for Retail Sales & Partnerships at Ayvens in France, Aurélie replaces Adrian Porter whose next role in the organisation will be announced in due course. Aurélie will report to Annie Pin, Chief Commercial Officer at Ayvens, and her appointment is effective from today.

Ayvens is a pioneer in the partnership approach for full-service leasing, having built up a broad network of partnerships over the past 20 years. Ayvens now has over 200 agreements in place with 16 car manufacturers with a broad pan European coverage in 31 countries. This significant partnership network reflects Ayvens' capacity to create long-standing leasing partnerships with traditional OEMs, as well as new entrants. Ayvens' helps OEMs to diversify their distribution model, through digital and physical solutions and white-labelled full-leasing services, while notably expanding their footprint in the growing electric vehicle European market. These partnerships contribute to Ayvens' development strategy, as well as fully support the company's commitment to providing innovative and sustainable mobility solutions.

Biography

Aurélie Lemaire began her career in 2006 as a commercial lawyer in private practice in Paris. In 2008, she became an In-House Solicitor for Square One Resources, a recruitment services company, in London. In 2012, Aurélie joined ALD Automotive, now Ayvens, as a Legal Counsel specialized in international contracts, and went on to become Head of Legal in 2014. In 2018, she was appointed Head of OEM and Banking Partnerships, fostering key partnerships, and enhancing the company's market presence. One year later, she was appointed Sales Director for Retail Sales & Partnerships at ALD Automotive, now Ayvens, in France.

Aurélie holds a master's degree in Private Law and Industrial Propriety from Panthéon-Assas University and is dually qualified with the Paris and London Bars.

* *Original Equipment Manufacturer*

About Ayvens

Ayvens is the leading global sustainable mobility player committed to making life flow better. We've been improving mobility for decades, providing full-service leasing, flexible subscription services, fleet management and multi-mobility solutions to large international corporates, SMEs, professionals and private individuals.

With more than 14,500 employees across 42 countries, 3.4 million vehicles and the world's largest multi-brand EV fleet, we're leveraging our unique position to lead the way to net zero and spearhead the digital transformation of the mobility sector. The company is listed on Compartment A of Euronext Paris (ISIN: FR0013258662; Ticker: AYV). Societe Generale Group is Ayvens majority shareholder.

Find out more at [ayvens.com](https://www.ayvens.com)

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