

30 NOVEMBER 2016 | ALD automotive and l'oréal fleet excellence awards

For the first time, the two partners launched an international challenge on TCO optimization and CSR among the countries where they are present.

In the framework of their sustainability program "Sharing beauty with all", L'Oréal launched together with its worldwide long-term partner ALD Automotive the "Fleet Excellence Awards".

Account managers from the car leasing company along with l'Oréal decision makers teamed up to take up this challenge: defining a local action plan on the following topics: TCO optimization, CO2 reduction and driver behavior improvement, and implementing it in their country.

5 teams coming from Russia, France, Netherlands, Spain and Portugal took up this challenge and worked together for the last past months.

The Fleet Awards soutenance took place last week in Mercedes Benz company premises in Stuttgart, a l'Oréal premium partner.

All of the 5 teams pitched up in front of the jury composed by ALD Automotive and l'Oréal executive members in order to gain their ranking within the three finalists.

Finally, the Netherlands, France and Russia were rewarded for their audacious ideas:

Hybrid and electric vehicles now available in a more supervised car policy in the Netherlands, and a telematics offer and new diesel engines (EURO5) implemented in Russia.

As for the French team, they came up with a launch of an ecodriving challenge, a new car policy where hybrid vehicles are now available in the offer and tailor-made solutions for mid-term renting as well. Finally, they proposed some concrete solutions to improve the driver behavior in order to reduce the expenses due to the vehicle repair.

ALD International and l'Oréal will review these action plans to see if some solutions can be deployed on the other countries where they are partners.

Overall, this event was an opportunity for all the participants to exchange on their best practices, sharing a moment of conviviality. As for the two partners, the Fleet Awards opened a new path in their collaboration, strengthening their links for some future projects to come.

