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# print shaker ALD launch of shaker, win/win partnership between ALD luxembourg and start-ups

In the present context of constantly evolving mobility needs, implementing innovating solutions to better meet customers' new expectations has become mandatory. This is why ALD Automotive Luxembourg developed Shaker, a new collaboration network exclusively dedicated to start-ups who, in the words of Pierre-Yves Meert, Marketing & Innovation Manager, "are much more agile and can innovate faster, but it can also be difficult for them to transform their ideas into concrete, high value-added offerings."

Shaker therefore combines the advantages of large groups such as ALD Automotive with start-ups' innovation strength: ALD Automotive Luxembourg will give them access to their entire network and resources in order to help them develop their ideas. This way, ALD Luxembourg will be able to develop new service offers faster and strengthen its innovation culture.

The start-ups CarCoach, - a specialist of vehicle technologies and trainer in eco-driving and defensive driving, and CarPay Diem, developer of a Smartphone app for optimum fuel-buying, have already joined the Shaker network that, according to Pierre-Yves Meert, could be implemented in other ALD Automotive subsidiaries.

