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## ALD automotive launches ALD park pilot app

**ALD Automotive is pleased to announce, in collaboration with Austrian Startup, Parkbob, the roll-out of the pilot phase of ALD Park, an innovative digital parking app, in Austria.**

Champion of ALD Automotive's ALD Startup Challenge last June 2017 which gathered together a total of 63 startups from around the world to rethink the driver experience by creating an innovative product or service for parking in urban areas, Parkbob's winning proposal focused on alleviating the difficulty when searching for a parking spot in urban areas with a "digital parking app" solution.

After a short development phase, a 3-month pilot for testing ALD Park is being rolled-out to ALD Automotive drivers and fleet managers in Austria and is available to be downloaded for free in Apple and Google Play app stores. For this pilot, the parking app will be tested in Vienna, Graz, Salzburg, Innsbruck and Linz: it helps locate available parking spaces, in some cities, and alerts drivers automatically if they park in an invalid parking place to avoid receiving any unnecessary parking fines. ALD Automotive's customers also have access to an overview of parking regulations in their city at all times to know exactly where and for how long they are allowed to park and what the parking fees are if the parking space is not free. This is beneficial for drivers in terms of optimizing travel time on a daily basis and for fleet managers as they will save time and money handling unnecessary parking fines.

Following the pilot test, ALD Automotive will look at potentially integrating the digital parking solution into "My ALD", the company's global fleet app.

*"Customer value is at the heart of ALD Park. With the App, drivers and fleet managers save time, money and nerves. We are really looking forward to working together with ALD Automotive on this pilot,"* **comments Christian Adelsberger, CEO and founder of Parkbob.**

As a global full service leasing and fleet management company with innovation and digital technology at the heart of its strategy, ALD Automotive is proud to be testing the app alongside the growing Viennese startup. *"We are happy to have gained a valuable technology partner with Parkbob and are convinced that with ALD Park we could offer our customers significant added value,"* **confirms Martin Kössler, Managing Director of ALD Automotive Austria.**

### **ALD Automotive**

ALD Automotive is a global leader in mobility solutions providing full service leasing and fleet management services across 43 countries to a client base of large corporates, SMEs, professionals and private individuals. A leader in its industry, ALD Automotive places sustainable mobility at the heart of its strategy, delivering innovative mobility solutions and technology-enabled services to its clients, helping them focus on their everyday business.

With 6,000 employees worldwide, ALD Automotive manages 1.48 million vehicles (at end September 2017).

ALD is listed on Euronext Paris, compartment A (ISIN: FR0013258662; Ticker: ALD) and its share is included in the SBF120 index. ALD's controlling shareholder is Societe Generale.

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