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# In 2017, ALD automotive algeria celebrates its 10th year anniversary

Ten years ago, while the leasing and fleet management markets were until then untapped in Algeria, ALD Automotive has brought its expertise in the country in March 2007.

After a recruitment and training period for the employees, the entity committed to develop partnerships with local car dealers. It was also of key importance to shape the offer, to support costumers and local suppliers who were then not familiar with the professional mobility market. ALD Automotive Algérie mainly targeted local SMEs and major international corporations which already had medium sized fleet and wanted to have a trusted partner for their fleet management.

With the support of Société Générale Algérie – that currently numbers 1,400 employees and 87 branches – ALD Automotive Algérie has shown strong growth since its setting-up in the country and has succeeded in taking advantage of the Algerian market's great potential. A real achievement for ALD Automotive which managed to take up this challenge and take root in a new market: its subsidiary now manages over 3,600 vehicles and employs 52 individuals.

