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Successful launch of own my car

The *Own My Car* project has won **the first place** in the ALD Driver Experience Challenge last year and is now released in the Netherlands. The project has been designed by teams from ALD Netherlands and ALD International within the ALD Driver Experience. This international contest challenged ALD Automotive staff and students to take part in the next innovative projects for the improvement of automobile fleet management and driving experience.

***Own My Car* is a new remarketing service that gives opportunity for an employee to either buy his end-of-contract professional car or to sell it.** If drivers are not interested in owning their current lease cars, they can promote the selling by spreading an ad on social media (Facebook, LinkedIn, Twitter) or by sharing the offer to people from personal network (relatives & friends).

This new service improves the customer experience: procedures are clear and easy. Through this B2C strategy, **the driver becomes a mediator, ambassador, salesman and customer of ALD Automotive.** To help him, an online price estimation tool based on key facts (maintenance, damage history, mileage) and an ad link generator have been set up.

When potential buyers are found, ALD Automotive handles the rest. Drivers just have to hand the keys to the new owner and can then receive benefits and incentives from the sale.

Own My Car perfectly illustrates ALD Automotive overall innovation strategy: innovation is seen as a federative and strengthening value for ALD Automotive teams that are constantly seeking ways to improve the group's offerings.



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