

25 FEBRUARY 2019 | **ALD automotive and nordea finance to expand strategic partnership**

ALD Automotive and Nordea Finance are pleased to announce an increased collaboration under the NF Fleet brand to address new mobility needs of both small and medium-sized enterprises (SMEs) and of private individuals in Denmark, Finland, Norway and Sweden.

The partnership aims to further develop and expand NF Fleet's commercial coverage of Nordea Finance's broad SME customer base through collective sales and marketing initiatives. A pilot initiative is being launched initially in Denmark and will be progressively implemented across all Nordic countries.

A fully digital private lease offering is also being developed by ALD Automotive in Finland in response to growing demand for online capabilities and will be made available to Nordea Bank consumers and Nordea Finance's network of car dealers.

With the car finance market changing rapidly over the past years, smaller companies and private individuals, in particular, are increasingly looking for outsourcing solutions for vehicle leasing. ALD Automotive and Nordea Finance are confident that this regional partnership is well positioned to accompany their customers in this outsourcing trend by leveraging on regional coverage, combined scale, a broad client base and breadth of expertise and services. Innovative mobility services and solutions such as car sharing will also be integrated to the overall offering over time.

"The successful combination of the largest Northern Europe finance company and a leading global fleet management and leasing provider enable our partnership to deliver high quality mobility solutions across the region," confirms Guillaume de Léobardy, Nordic Regional Manager at ALD Automotive. "We look forward to expanding both the coverage and the range of our services with Nordea Finance while ensuring that our clients benefit from best-in-class mobility services in a rapidly evolving environment."

[Read the PR](#)

