

03 | ALD Automotive unveils new brand identity

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ALD Automotive unveils its new strategic, global brand identity. Aimed at embodying the company's vision and ambitions to be the worldwide leader in the creation and provision of mobility solutions, the new identity brings to light the breadth of ALD Automotive's expertise, market leading mobility solutions and innovative spirit which underpin its leadership position.

The mobility industry is changing more rapidly than at any other time in history with disruptive changes, such as climate change, urbanisation and technological progress. These changes are having a profound impact on how ALD Automotive is growing as a company. ALD Automotive is positioned at the forefront of these changes to seize new opportunities and provide the mobility solutions of the future to accompany its growing client base globally. Bold, modern, dynamic, flexible and personal, this new identity aims to clearly communicate what clients can expect from ALD Automotive.

Four main brand elements illustrate the value ALD Automotive brings to its clients:

- A **blue colour palette** reflects the company's historical identity and long-term track-record, as well as reinforces its digital ambitions with the dominant colour in high tech.
- The **mobility line** creates a visual link throughout the brand territory, demonstrating movement while embodying the company's capacity to connect, adapt and push the limitless boundaries of mobility.
- **Everyday people with everyday lives** are highlighted through silhouettes and full visuals to portray the different facets of customers' everyday lives and illustrate how ALD Automotive provides customers with freedom and value.
- A **modern, digital typography** gives messages a bold and modern tone.

These brand elements are supported by a new advertising slogan, **Ready to move you**, which reflects ALD Automotive's capacity to accompany its clients with greater choice, freedom and value wherever they are now.

This new identity will be deployed across the 43 countries where ALD Automotive is present, representing the largest direct geographic coverage in the industry. It will be used for all client segments (Corporates, SMEs, entrepreneurs and private individuals) and across all channels and touch points, in particular throughout the company's growing digital ecosystem. Roll-out will be completed by end 2020.

"ALD Automotive has been growing at a rapid rate, expanding its service portfolio, international coverage and customer base, both domestically and internationally, in alignment with industry trends," said Mike Masterson, Chief Executive Officer at ALD. "As a major player in the mobility sector, we remain focused on preparing for the future. This new brand identity reflects how we are changing to accompany our clients' needs for greater choice, freedom and value and will help us increase market and client awareness, as well as attract the very best talent around the world."

Click on the following link to watch the Brand Identity video: [click here](#)

