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ALD Automotive and Polestar successfully launch strategic collaboration to offer fully digital leasing services in Europe

ALD Automotive, the leading vehicle leasing company in Europe, and Polestar, the contemporary electric performance car brand, have successfully launched a strategic collaboration to provide operational leasing offers and services to clients of Polestar through a fully digital online solution. Now fully operational in Belgium, the Netherlands and Germany, private individuals are able to customize and order the Polestar 2, Polestar's first full electric volume car, through a fully digital platform. The offering will be extended to corporate customers in the coming weeks, as well as in the UK.

Polestar 2 is a premium electric performance fastback. At launch the car has a 300 kW all-wheel drive powertrain and large 78 kWh battery pack, offering range flexibility and a dynamic drive. The highly anticipated infotainment system is powered by Android Automotive OS and is a first for any vehicle. Core to the brand proposition is a hassle-free buying and ownership experience. This is digital first, but supported by Polestar Spaces, a new retail concept that puts the brand in the heart of key cities in all launch markets, staffed by non-commissioned product specialists.

Leasing packages are available for flexible durations and mileage and the contract is managed entirely online by ALD Automotive from credit assessment to e-signing the contract. ALD Automotive will manage the lease for the duration of the contract.

The Polestar 2 follows the successful launch of the Polestar 1, a low-volume Electric Performance Hybrid GT which has the longest electric range of any production hybrid car in the world. The Polestar 2 was revealed in 2019 as the company's first full electric, higher volume premium car designed to compete around the Tesla Model 3. Polestar is jointly owned by Volvo Car Group and Zhejiang Geely Holding and benefits from significant economies of scale as a result. This facilitates the successful design, development and production of separately-branded, electric performance cars.

"Key to our proposition as a performance electric car brand is our ability to deliver a hassle-free buying journey and ownership experience" said Mike Whittington, head of Sales at Polestar. "ALD Automotive provides us with the platform and tools we need to confidently launch our online sales model for operational leasing and digital first approach."

"We are proud to be partnering with Polestar to launch this unique online offering thanks to our market leading digital infrastructure and expertise," confirms John Saffrett, Deputy Chief Executive of ALD. "This strategic partnership contributes to our sustainable growth strategy as a key player in the energy transition, as well as fully supports our commitment to providing innovative and flexible mobility solutions."

Discover Polestar 2 here polestar.com.

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