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ALD Automotive and Ford reinforce international leasing partnership in Ireland

ALD Automotive announces that it has signed a leasing partnership agreement with Ford in Ireland. Effective immediately, ALD Automotive will provide operational leasing services products for Ford's full range of vehicles in the country.

Ford selected ALD Automotive for its innovative offering and market leading expertise as a global distribution partner. This partnership will enable local Ford dealers to respond to the evolving demands for mobility solutions by providing the Irish market with attractive operational leasing solutions for corporates, small to medium sized companies and private individuals through its proprietary dealership network.

This new agreement reinforces the existing successful partnership of more than 15 years between the two companies as ALD Automotive also provides full service leasing services for Ford through its dealership networks in 16 other countries in Europe. As a pioneer in the partnership approach for full service leasing, ALD Automotive now has over 200 agreements in place with 10 car manufacturers in 31 countries and over 37 banking partners in 19 countries.

"This is a milestone for the business," said Ger McCaffrey, Location Lead, Ford Credit Ireland. "Business customers are a growing and increasingly important segment as we enhance our support for Ford of Ireland's commercial vehicle and passenger vehicle growth plan. Targeting small- and medium-sized businesses, Ford Lease provides an ideal opportunity to continue to increase our share in this sector."

"We are pleased to be supporting Ford in the diversification of its mobility offering for its customers," confirms Adrian Porter, Head of Partnerships at ALD, "This partnership, which leverages our leading position in the full-service vehicle leasing segment in Europe, fully reflects our capacity to create long-standing leasing partnerships and is a natural extension of our successful relationship with Ford. We look forward to continuing to help them grow their business in the coming years as a valuable partner."

Serving large corporates, SMEs and private individuals, ALD Automotive in Ireland, previously Merrion Fleet Management, has been present in the country for over 20 years and is the 2nd largest player in the Irish market.

Merrion Fleet Management was established at the start of 2000 and grew to be the largest independent leasing company in Ireland. ALD Automotive acquired Merrion Fleet Management in 2017 and this acquisition has facilitated further growth through the Group's strong existing relationships with customers and partners.

About ALD Automotive

ALD Automotive is a global leader in mobility solutions providing full-service leasing and fleet management services across 43 countries to a client base of large corporates, SMEs, professionals and private individuals. A leader in its industry, ALD Automotive places sustainable mobility at the heart of its strategy, delivering innovative mobility solutions and technology-enabled services to its clients, helping them focus on their everyday business.

With 6,700 employees around the globe, ALD Automotive manages 1.76 million vehicles (at end-December 2020).

ALD is listed on Compartment A of Euronext Paris (ISIN: FR0013258662; Ticker: ALD) and is included in the SBF120 index.

Société Générale is ALD Automotive's majority shareholder.

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