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Volvo Car Ireland and ALD Automotive join forces for white-labelled operational leasing services in Ireland

Volvo Car Ireland and ALD Automotive join forces to provide white-labelled operational leasing services for Volvo's full range of vehicles in the country.

Volvo selected ALD Automotive for its innovative offering and market leading expertise as a global distribution partner. This partnership will enable local Volvo dealers to respond to the evolving demands for mobility solutions by providing the Irish market with attractive full service 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 dating back to 2010 between the two companies as ALD Automotive also provides full service leasing services for Volvo through its dealership networks in Belgium, France, the Netherlands, Portugal, Russia and Switzerland. 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.

Alan Cowley, Commercial Director at Volvo Car Ireland, said:

"With Volvo Car Leasing we introduce a new type of car access to meet the evolving needs of our customers. Consumers are very familiar with paying a flat monthly fee for services and why not have the same option for their car? With a fixed monthly payment, it provides a truly customer-focused alternative to the traditional car purchase.

Under our company purpose, Volvo Cars aims to provide customers with the Freedom to Move in a personal, sustainable and safe way. This purpose is reflected in the launch of Volvo Car Leasing."

Adrian Porter, Head of Partnerships at ALD, commented:

"We are excited to be supporting Volvo in Ireland in the diversification of its mobility offering for its customers. 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. We look forward to continuing to help Volvo 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.

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