

Press release

Paris, 16 October 2023

ALD Automotive | LeasePlan unveils new global mobility brand

ALD Automotive | LeasePlan today unveils Ayvens, its new global mobility brand, which unites the two companies together under a single common identity. This new brand represents another strategic milestone in the company's development following the launch of its 3-year strategic development plan in September 2023.

By bringing together complementary capabilities and expertise, the company saw an opportunity to reimagine mobility going forward for the better. This new brand feeds that common purpose by defining the company's unique position in the market and highlighting what makes it different and the value it brings to customers across all segments. Its new brand promise is to *make life flow better* by delivering mobility that is simpler, smarter and sustainable.

The combined group Ayvens is positioned to become the leading global sustainable mobility player. With the world's largest multi-brand EV fleet out of a total fleet of 3.4 million vehicles managed worldwide, the company aims to lead the way to net zero and further shape the digital transformation of the industry.

The new unifying brand creates a powerful identity for two highly reputed industry players through:

A new name and a symbol



Ayvens is a memorable, simple yet statutory name which indicates the way forward for progress. It is accompanied by a symbol which represents the legacy companies coming together as one team, working towards a common goal, with a strong, stable foundation at its base and an upwards fluid form symbolizing progress and dynamism.

The name is solidly endorsed by its globally renowned majority shareholder, Societe Generale.


A new graphic identity

The graphic identity conveys energy through a friendly, modern font, along with vibrant, unique colours inspired by the natural environment and crafted to stand out in the market.

The joyful and dynamic iconography captures the essence of mobility, showcasing it through beautiful moments yet grounded in everyday lives.

A new brand tagline

Better with every move captures the company's underlining mission to deliver "better" mobility through continuous progress for customers, for businesses and for the planet.



Better with every move.

ayvens
SOCIETE GENERALE GROUP

ALD Automotive | LeasePlan appointed Dragon Rouge, a global design agency, to create a mobility brand that would reposition the legacy companies in the mobility industry, beyond the leasing landscape, as a new leader for a better mobility.

The new brand will be rolled out in 2024 across the 44 countries where ALD Automotive | LeasePlan is present, representing the largest direct geographic coverage in the industry. It will be used for all client segments (Corporates, SMEs, professionals and private individuals) and across all channels and touch points, in particular throughout the company's growing digital ecosystem.

“Each day is an opportunity to move better, and we all have a role to play. By joining forces, our company is ready to lead the way to the large-scale adoption of sustainable mobility thanks to our size, coverage, service expertise and commitment to innovation,” confirms Tim Albertsen, Chief Executive Officer of Ayvens, formerly ALD Automotive | LeasePlan. *“As a major player in the mobility sector, we will leverage our power of leadership to shape the future of mobility and achieve excellence. This new brand identity will not only allow our 15,700 employees to share a new common identity, but it also 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.”*

Discover our new website and brand reveal video: ayvens.com



About

ALD Automotive | LeasePlan

ALD Automotive | LeasePlan is a leading global sustainable mobility player providing full-service leasing, flexible subscription services, fleet management services and multi-mobility solutions to a client base of large corporates, SMEs, professionals and private individuals. With the broadest coverage in 44 countries through direct presence, ALD Automotive | LeasePlan is leveraging its unique position to lead the way to net zero and further shape the digital transformation of the industry through innovation and technology-enabled services to enable the transformation towards large scale adoption of sustainable mobility.

With 15,700 employees worldwide, ALD Automotive | LeasePlan manages 3.4 million vehicles (at end June 2023).

ALD, whose majority shareholder is Societe Generale, is the listed company on Compartment A of Euronext Paris (ISIN: FR0013258662; Ticker: ALD).

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