

Advertisement feature



Becoming the leading name in global sustainable mobility.

The merger of LeasePlan and ALD Automotive brought together two global mobility specialists to create a company capable of truly leading the way for the industry, particularly when it comes to sustainability. Our commitment to a greener future remains as strong as ever and we are very proud that we now have the largest EV fleet in the world, with over half a million vehicles on the road.

This is just the start of our worldwide presence. In all, we have over 3.4 million vehicles in 44 countries, and we combine our scale with local teams offering local expertise. This means we can fully understand what our customers need in each country we operate in. We are also backed by the financial strength of our owner, Société Générale, one of Europe's largest financial services companies, which has been operating in the UK for over 150 years.

Our global and UK leadership teams are made up of the top people from across our two businesses and we have a truly broad and award-winning offering for our diverse

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customer base. This includes flexible rental, a market-leading commercial vehicle offering (named by WhatVan? as Leasing Company of the Year for the last five years running) and experienced supplier management. It allows us to offer best-in-class suppliers, chosen from across both companies' networks.

Our combined consultancy team has expertise to support fleets ranging from SMEs to international clients, and we remain fully focused on staying at the forefront of digital innovation. We are also starting to roll out our Next Generation Digital Architecture, which provides significant benefits for our franchisees and customers, including an enhanced user experience and the ability for us to be agile, launching innovative new services quickly and at scale.

While the integration of our two companies is an ongoing journey, the unveiling of our new global mobility brand, **Ayvens**, signifies a bold step forward.



Tim Albertsen
Group Chief Executive Officer,
Ayvens

CEO Tim Albertsen explains the genesis of the name Ayvens: **“a catchy, simple name that indicates the path of progress. The name is accompanied by a symbol that represents the legacy companies coming together as one team. We are working towards a common goal, with a strong, stable foundation at its base and an upwards fluid form symbolising progress and dynamism.”**

At the same time, we introduced a fresh graphic identity and the tagline **“Better with every move.”** This describes our mission to enhance mobility continually—for customers, businesses, and the planet. As we roll out this new identity across all markets, the UK launch is preparing for launch in summer 2024. Keep an eye out for the unfolding of our exciting journey.

