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ALD Automotive sets up in Algeria

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ALD Automotive, a leading player in vehicle operational leasing and fleet management, extends its geographical coverage to Algeria.

ALD Automotive, the 36th subsidiary of the ALD Automotive group, has begun operating in Algeria since the beginning of the month.

In 2006, sales of new vehicles in the Algerian market reached 148 235 units, representing a stable level compared to 2005, after two years of strong growth. The company car market is estimated at around 15 000 vehicles acquired in cash or through credit and financial leasing.

ALD Automotive Algeria is managed by Gilles Colboc, who has worked for ALD Automotive since 1993 where he successively held the positions of Used-Car Sales Director (ALD France) and Operations Director (ALD France and ALD International).

In order to develop its business, ALD Automotive Algeria will work with Société Générale in Algeria which employs 720 staff members through a network of 22 agencies.

With this new set-up, ALD Automotive now covers a large part of the Mediterranean Basin – Morocco, Algeria, Egypt, Turkey, Greece, Croatia, Italy, France and Spain - and demonstrates its objective to service its international customers throughout the world.

Société Générale

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs more than 120,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 22.5 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 2 262 billion, 31 December, 2006) and under management (EUR 422 billion, 31 December, 2006).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the five major socially-responsible investment indexes.

www.socgen.com

ALD Automotive

ALD Automotive is the operational leasing and fleet management business line of the Société Générale Group. ALD Automotive is one of the largest providers in Europe and a company of reference on its market:

- Operates now in **36 countries**,
- Employs **3,500 persons**,
- Manages over **680,050 vehicles** (December 2006)

Combining professionalism and quality of services provides companies with value-added integrated solutions at both national and international levels.

www.aldautomotive.com