

## Press Release

Paris, 6 July 2010

### **ALD Automotive launches an eco-driving application for iPhones**

**For several years, ALD Automotive has been involved in promoting economical and eco-friendly driving to businesses. With the creation of ALD ecodrive, a fun and educational iPhone application, ALD Automotive aims to raise the awareness of all drivers.**

ALD Automotive has decided to use iPhones to promote ecodriving, a practice which reduces pollution and the environmental footprint of drivers.

Specialists in long-term car rentals and company vehicle fleet management, this Societe Generale subsidiary has always offered its customers solutions for limiting their fuel consumption and thus their environmental impact, including the choice of vehicles and eco-driving equipment or training. ALD Automotive's advice covers a whole range of capabilities in reducing costs and pollution.

In this context, ALD Automotive is launching **ALD ecodrive**, an iPhone application dedicated to ecodriving. This fun and easy-to-use application, available to all motorists, raises drivers' awareness of the direct impact their individual behaviour has on the environment.

**ALD ecodrive** uses the iPhone's sensors and GPS to record driving parameters and provides a score in ecopoints, an estimate of the amount of CO<sub>2</sub> emitted, as well as personalised advice related to the result. Weekly personalised ecodriving advice will also be available to help individual motorists make rapid progress and reduce their fuel consumption. Last but not least, drivers have the possibility of sharing their scores, and publishing them in order to take part in the **ALD ecodrive Challenge**.

This Societe General subsidiary is thus playing its part in making people more responsible, as changing habits is one of the most important factors when it comes to ensuring sustainable development.

#### **Press Contacts:**

##### **Cécile Prompt - ALD Automotive**

Tel : +33 (0) 1 56 76 13 56  
cecile.prompt@aldautomotive.com

##### **Franck David - FD COM**

Tel. : +33 (0) 1 43 41 65 59  
presse@fdcommunication.fr

ALD International  
15 Allées de l'Europe  
92588 Clichy cedex  
France

Tel: +33 (0) 1 56 76 19 81  
Fax: +33 (0) 1 56 76 17 85  
[www.aldautomotive.com](http://www.aldautomotive.com)

Communication Dept  
**Jennifer Krumm**  
Tel: +33 (0) 1 56 76 19 81  
[jennifer.krumm@aldautomotive.com](mailto:jennifer.krumm@aldautomotive.com)

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### **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 **39 countries**,
- Employs **4000** persons,
- Manages **810 952** vehicles (May 2010)

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

[www.aldautomotive.fr](http://www.aldautomotive.fr)

### **Societe Generale**

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

[www.societegenerale.com](http://www.societegenerale.com)

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France

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Fax: +33 (0) 1 56 76 17 85  
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Communication Dept  
**Jennifer Krumm**  
Tel: +33 (0) 1 56 76 19 81  
[jennifer.krumm@aldautomotive.com](mailto:jennifer.krumm@aldautomotive.com)

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