

## Distinct needs, tailored mobility policies

08 June 2023 / Theme(s): All articles, New Mobility

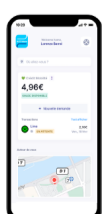


**Making the switch from Car Policy to Mobility Policy can be challenging as it implies no longer relying on the idea that one size fits all. Employers and employees want flexible, sustainable, and digital mobility solutions - from electric vehicles and bikes to car-sharing and public transportation. This user-centric approach is complex for Mobility managers, HR professionals and other corporate decision-makers of international companies.**

Many questions can be raised: where to start? How to align the mobility demands of all employees in different countries, while also meeting your corporate goals? At ALD Automotive | LeasePlan, we work with international clients to create mobility strategies tailored to their needs and goals in each country.

### Assess local preferences and habits

**ALD Move: our all-in-one, all for you mobility solution**



**A mobile app**

The first step to design your new mobility policy is to find out how all your employees commute and what's attractive to them. You are no longer addressing just a reduced group of employees and that means accounting for more diversity.

The second step is to combine these habits and preferences with your company's commitments, such as your CO2 emission reduction target *"You want to use a mobility policy to attract and retain talent, but you must also align employees' mobility with your sustainability goals,"* says Clément Barbe, Global Product and Innovation Manager, ALD Automotive | LeasePlan. You must also consider national tax incentives for company cars, availability of public transportation, mobility alternatives and ecosystem maturity.

### **Navigating mobility across borders**

To navigate diversity across countries, a common tech platform that can handle multiple nation-specific programs is required for efficient mobility policy management. Ideally it would effectively manage different mobility budgets for you. Due to subscriptions being a part of the equation, you must also consider if your company is covering all or some of the mobility costs.

### **Our "all-in-one, all for you" mobility solution**

ALD Move is our MaaS solution allowing you to switch from managing car mobility to managing all forms of mobility. It supplies an app, payment card, administrative management platform all in one, including reporting on CO2 emissions to better control your carbon footprint, cost of all mobility, and usage patterns. We prioritize employee experience and engagement through providing modern and digital tools that empower employees to create their own mobility experience.

**Ready to adopt the right mobility solution for your employees? Contact our Consultancy team:** [consultancy@aldautomotive.com](mailto:consultancy@aldautomotive.com)

---

Tags: [New mobility](#)

---

### **Related articles**

---

- 🔗 Making the most of the opportunities MaaS can provide: ALD Move
- 🔗 Making corporate mobility individual with Employee Car Schemes
- 🔗 Green bonds to finance green mobility
- 🔗 Multimobility & how to prepare for future corporate mobility
- 🔗 'Going green' without going into the red: TCO, data and our Green Scorecard solution