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ALD automotive startup challenge: discover the 5 great finalists!

On March 6th began the ALD Automotive Startup Challenge, a challenge dedicated to startups on the theme "Digital Parking" in urban areas.

This initiative, in line with the open innovation logic of the Group, tends to reinforce its innovative culture, and gives new generation of startups an opportunity to benefit from the expertise and operational means of ALD Automotive. The Startup Challenge has so far met a worldwide success with more than 63 startups registered: 20 countries from 4 different continents are represented.

ALD Automotive continues its open-innovation approach by meeting external actors with innovative ideas. This time, the challenge for startupper was to offer a digital product or service around the theme of "Digital Parking". The objective is to find solutions to optimize the driver experience around the whole parking in urban areas stake, thanks to digital tools.

On May 2nd, the 63 startups who submitted their projects have been subjected to a pre-selective vote of ALD Automotive employees and then to that of the jury of the ALD Automotive Startup Challenge. These 63 startups were evaluated according to the following criteria: match the subject, innovation, feasibility and economic benefit.

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