

# 27 NOVEMBER 2018 | **ALD automotive appoints new director for benelux region**

ALD Automotive is pleased to announce the appointment of Miel Horsten as Regional Director for the Benelux region, supervising Belgium, the Netherlands, and Luxembourg. In addition to this new role, he will continue as General Manager for ALD Automotive in Belgium.

He replaces Carel Bal who has decided to retire from his present role after 17 years in multiple managerial positions at ALD Automotive, but who will remain with the company as a consultant for ALD and member of the Board of Directors for ALD Automotive in the Netherlands.

In his new position, Miel will be responsible for reinforcing and further developing the company's growth strategy and customer relations in the Benelux region. Effective as of 1 January 2019, Miel will be based in Brussels and will report to Tim Albertsen, Deputy Chief Executive Officer of ALD.

*"Miel Horsten's broad experience in the fleet industry, comprehensive understanding of clients' needs and innovative mindset will be key contributing factors in the further development of ALD Automotive in the Benelux region. With client satisfaction at the core of our strategy, Miel will ensure that fleet managers and drivers in the region benefit from innovative tools and mobility solutions which make their everyday business easier and help meet new challenges to come,"* confirms Tim Albertsen.

*"I would also like to warmly thank Carel Bal for his remarkable contribution to the company throughout his successful career at ALD Automotive. In particular, he has made the fleet size grow significantly in the Benelux region and quadruple in the Netherlands under his management and has been a pioneer in innovation, notably creating the Mobility Experience Centre for the Group in Amsterdam, a place of high creation dedicated to innovation, and in generating an innovation culture throughout the Group."*

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