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## ALD Automotive teams up with corporate benefits for employee car schemes

ALD Automotive is teaming up with *corporate benefits*, the European market leader in employee discount programs, to provide operational leasing services for employees in five countries across Europe. *corporate benefits* delivers benefit programs across a broad range of employee offers through local web-based portals, representing currently more than 12,800 companies and 8.2 million registered users.

Full service leasing packages for a range of brand new and used vehicle models are available for employees at discounted rates or through special promotional offers. All models can benefit from maintenance, tire change, breakdown assistance, insurance and vehicle registration and are available with flexible durations and mileage. The lease is managed by ALD Automotive for the duration of the contract.

Often referred to as "employee car schemes", these mobility offerings allow companies to extend the benefits of a company car to their entire employee base while limiting involvement in implementation and implication in the contractual process. Benefit programs help companies of all sizes motivate their employees by providing access to high-quality products and value-added services from well-known manufacturers and brands. Benefit programs can contribute to boosting employee recruitment and retention at near zero-cost.

Thanks to its leading European coverage and platforms, ALD Automotive is the first mobility provider of operational leasing services to be selected by *corporate benefits*. The thorough selection process took into account regular reviews of the quality, the pricing and the user-friendliness of the buying process. Employee car schemes are now available in Austria, Belgium, Germany, Italy and the Netherlands.

ALD Automotive currently provides operational leasing services to private individuals in 23 countries across Europe, representing 165,000 vehicles as at 30 September 2021.

Patrick Ellenberger, CEO of *corporate benefits*, said: "ALD Automotive's "employee car schemes" enables us to expand our employee discount programs, adding leasing services to the already wide range of offers we provide to companies. This cooperation aligns with our commitment to supplying employee discounts in Europe and constantly minimizing the workload of companies and suppliers."

"We are proud to be working alongside *corporate benefits* to help further diversify benefit programs by giving employees with no mobility entitlement access to a selection of quality, fully serviced cars at a discounted price," confirms Annie Pin, Chief Commercial Officer at ALD Automotive. "One of the key drivers of leasing for private individuals is to provide offers in line with their expectations and flexibility, simplicity and digitalization are essential components to make this successful. This new cooperation leverages our leading position in the private lease segment for operational leasing in Europe and supports our strategic development plan, Move 2025, which aims to extend the reach of our mobility solutions and further expand our customer base."

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