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## **ALD Automotive sets up in Serbia**

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**ALD Automotive, a leading player in vehicle operational leasing and fleet management, has extended its geographical coverage in Southeast Europe, creating a subsidiary in Serbia.**

ALD Automotive Serbia, the 38th subsidiary of ALD Automotive, was officially launched in June 2007.

ALD Automotive will work closely with Yugoslav Bank, a subsidiary of Société Générale established in 1991, which has 240,000 clients and a network of 75 branches.

ALD Automotive Serbia is headed up by Michel Colbert, previously Deputy Managing Director of ALD Automotive Spain.

With this new set-up ALD Automotive, which has been active in Croatia since March 2005 and Slovenia since February 2004, confirms its confidence in the economic development of Southeast Europe and its ambition to accompany its major international clients throughout the world.

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### **Société Générale**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs more than 120,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 22.8 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 2 448 billion, 31 March, 2007) and under management (EUR 441.4 billion, 31 March, 2007).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the five major socially-responsible investment indexes.

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

### **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 **38 countries**,
- Employs **3,500 persons**,
- Manages over **687,250 vehicles** (March 2007)

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

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