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**ALD Automotive, a business line of Société Générale group, strengthens its international management team.**

*A new dimension for Société Générale's European operational leasing and fleet management business*

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ALD International, the central unit based in France, managed by **Jean-Claude Renaud** as Chief Executive Officer and **Gérard Laur** as Deputy CEO, ensures synergies between the different ALD Automotive entities. The international management team has been strengthened to cover all the main activities of the operational leasing and fleet management business.

General management of the business

**Pascal Serres** (50) has been appointed Vice-President in charge of Sales & Marketing departments at the international level. Pascal Serres graduated from HEC and then University Paris VIII with a PhD in Economics. He began his career within the Société Générale Group in 1988 where he managed different subsidiaries abroad, and he joined ALD International in 2001. For the last two years, he has worked as Managing Director for Countries Supervision.

**Jean-Pierre Biémont** (47) graduated in IT engineering (ISIM) and has joined the team as Global Chief Information Officer to optimise the Information Systems currently spread over 17 countries. Prior to joining ALD International, Jean-Pierre Biémont was with Société Générale group since 1989, after working for Rothschild Bank and Barclays Bank.

**Bruno Ambrosi** (43) has been appointed Operations Director to supervise all the technical aspects of the business. Bruno Ambrosi graduated in Trade and Finance in 1983, obtained a Master of Company Financial Management in 1984. Before joining ALD International, he worked for Hertz Lease Germany for two years as Managing Director and for Hertz Lease Europe as Operations Manager.

**Mike Masterson** (43) joined the team in March 2003 as Chief Financial Officer. An Economics graduate and Chartered Accountant (ICAEW), Mike Masterson was previously with Hertz Lease Europe (Ford Motor Company). He now supervises all the financial aspects of the business.

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**ALD**  
**International**

Country supervision

**Guy Briey** (52) has been working in the fleet industry for 25 years, after studying law. He joined Locaplan (previously known under the brand Hertz Lease France) in 1993 as General Manager. Guy Briey was appointed Vice-President in charge of Countries Supervision for ALD International on 1<sup>st</sup> October 2003.

**Erkki Laine** (62), currently Regional Director for Nordic countries, has been put in charge, as from 1<sup>st</sup> November, of the supervision and development of the new entities in Eastern Europe. Erkki Laine is Finnish and has been working for over 40 years in the transport and car leasing sectors.

**Tim Albertsen** (40), is Managing Director of Denmark at the present time and as from 1<sup>st</sup> November supervises, as Regional Director, the Nordic countries. Tim Albertsen is bachelor of Economics from the university of South Denmark and obtained a Master in Marketing from Copenhagen Business School (CBS) in 1997. He will continue to manage the Danish entity and takes over Erkki Laine's previous responsibilities.

This new dimension will allow ALD Automotive to reinforce its commitment to satisfy customer expectations in every area of fleet management and operational leasing and to continue the pursuit of global solutions.

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**ALD Automotive**

ALD Automotive is the operational leasing and fleet management arm of the Société Générale Group. ALD Automotive is one of the largest providers in Europe and a company of reference on its market:

- Operates in 19 countries throughout Europe and Northern Africa (Morocco)
- Employs 3,000 persons dedicated to customer satisfaction
- Manages around 503,000 vehicles

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

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