

Clichy, 23 November, 2005

ALD Automotive opens in Romania

ALD Automotive, a leading international company in full service leasing and fleet management, is now present in Romania.

ALD Automotive in partnership with BRD, Société Générale's Romanian subsidiary, launches on the Romanian market a complete solution for vehicle fleet management outsourcing: Full Service Leasing.

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With a product adapted to the Romanian market, the international and local companies in Romania can now take advantage of ALD Automotive's experience in the field of operational leasing. ALD Automotive covers 29 countries worldwide and holds a long established experience in European markets.

Operational leasing is a new product on the Romanian market, with a high development potential. The Romanian vehicle market experiences rapid growth and companies are increasing their demand for solutions in vehicle fleet outsourcing.

ALD Automotive will work closely with BRD, the second largest bank in the country with 1.4 million customers and a network of more than 200 branches, This synergy between ALD Automotive and BRD (Société Générale Group) will provide new services to both customers and prospects, adapted to their needs. ALD Automotive Romania has already attended to key customers.

ALD Automotive in brief

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 29 countries: Austria, Belgium, Brazil, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, India, Italy, Luxembourg, Morocco, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, UK and Ukraine
- Employs around 3,000 people dedicated to customer satisfaction
- Manages over 557,000 vehicles (September 2005 – in Full service leasing & Fleet Management)

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

www.aldautomotive.com

Société Générale Group in brief

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 93,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves about 19 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 1,317 billion, September 2005) and under management (EUR 370 billion, September 2005).
- Corporate & Investment Banking: SG CIB ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

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

www.socgen.com

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