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ALD Automotive sets up in Mexico

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Already present in Brazil and the United States, ALD Automotive, leader in operational leasing and vehicle fleet management continues its development on the American continent by extending its geographical coverage to Mexico.

ALD Automotive Mexico, 37th subsidiary of the ALD Automotive group and started from scratch, has been operational since 11 June 2007. Olivier Hervouet is the General Manager.

Mexico has a population of over 100 million inhabitants, a third of which are under thirty, and is one of the major countries on the American continent. Last year new vehicle registrations reached 1.137 million units, for 681,000 private vehicles and 456,000 utility vehicles.

In addition to its presence in the United States, ALD Automotive now covers the two most important countries in Latin America, Brazil and Mexico. Its ambition is to develop synergies, essentially commercial, between these three subsidiaries and as well as with the rest of the ALD Automotive group.

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.

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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 **37 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