


ALD Bluefleet Program


Comment réduire les émissions de CO₂ de son parc de véhicules ?


Pierre-Yves Meert – Marketing & Innovation Manager ALD BeNeLux

Jeudi 22 octobre 2015





Betriber & Umwelt
Entreprises & Environnement




ALD Automotive 

- Long & short term rental (FSL, full service leasing)
- Part of Société Générale Group
- 1985: Luxembourg
- 1 200 000 cars world wide
- Luxembourg: + - 80 000 “company cars”, 35 000 in FSL
- ALD Luxembourg: 10500 cars, 1900 customers (B2B)
- From car to mobility, from car budget to mobility budget
- 2010: Bluefleet

- 2012: BeNeLux = Laboratory of ALD International – alternative mobility means

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Contexte



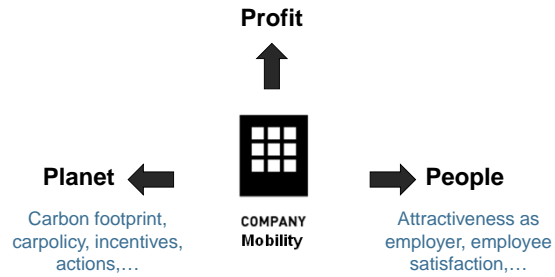
Contexte



Mobility optimization impacts company objectives



Directs & indirect,
Fleet management – cars, parking, public
transport, fuel, charging stations... Accessibility of
the company, remote offices & 3rd work places



Bluefleet



0. Measure

1. Choice
2. Drive
3. Carbon offset

Analysis of the running fleet
(Age, size, CO2,...)

Alternative mobility means

Benchmark of the car/mobility policy

Set objectives



Emissions de CO₂ faibles



0. Measure
1. Choice
2. Drive
3. Carbon offset

Review of car policy

Trials (cars & mobility means)

Alternative mobility means car & bike sharing

ALD switch : The right car @ the right time



THE RIGHT CAR, AT THE RIGHT TIME



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ALD full LEASE



ALD SWITCH

THE RIGHT CAR, AT THE RIGHT TIME



Price leasing = Full service leasing + ALD switch provision

140 g/km 123 g/km



140 g/km 134 g/km



154 g/km



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- 0. Measure
- 1. Choice
- 2. **Drive**
- 3. Carbon offset

Eco & safety driving
Formation & sensibilisation



- 0. Measure
- 1. Choice
- 2. Drive
- 3. **Carbon offset**

Compensation carbone
"Avoid- reduce - compensate"



Provide funding for energy efficiency projects reducing an equivalent volume of greenhouse gas
Mechanism supported by Kyoto Protocol



- 0. Measure
- 1. Choice
- 2. Drive
- 3. Carbon offset

Example



Contract 36 months, 20 000 km / year
 BMW 520d: 140 gr/km => BMW 318d: 123 gr/km

Carbon offset 100%
 123 gr/km = 2,46 t CO₂ / year = 7.38 t CO₂ / contract
 14€/ t CO₂ => 103€/ contract, 2.87€/ month
 Carbon offset X%

1/3 ALD – 1/3 Employer – 1/3 Driver



- 0. Measure
- 1. Choice
- 2. Drive
- 3. Carbon offset

Energy efficiency project:
 "Access to safe water in Uganda"



New technology for water purification will reduce the consumption of fuels
 Emission reduction of 50 000 t CO₂/ year

Assessment



- **ALD switch (launch end of 2014)**
 - 10 customers integrated the offer in their car policy
 - 8 drivers went for rightsizing of their car using ALD switch, 4 choose EV, 14 t of CO2 will be avoided on contract duration
 - **Alternative mobility means**
 - Increased demand for pilots and demos, focus on 2016
 - **Carbon offset:**
 - 2010-2015: 4000 t CO2
 - Today: +- 2% (200) ALD fleet has partial or complete carbon offset
 - **Average CO2 Emission fleet: 179gr/km (2008) => 132 gr/km (2015)**
- ⇒ Long decision process, crisis didn't help
- ⇒ New generations will help promoting these initiatives
- ⇒ Strong believe in developing new proposals