

Press release



ALD Automotive chooses Telefónica Tech and Geotab as a preferred partner to connect its vehicles in Europe and Latin America

- Telefónica Tech and Geotab's solution provides access to key vehicle data for better fleet management, helping to reduce CO2 emissions and management costs and improve driving safety.
- ALD Automotive aims to connect its vehicles in Europe and Latin America, taking advantage of new IoT technologies and connected cars.

Madrid, 26 April 2021. ALD Automotive, a leading global player in the vehicle leasing segment with a presence in 43 countries and the leading provider in Europe, has chosen Telefónica Tech and Geotab as a preferred partner to develop its connected car solution. ALD Automotive plans to deploy the solution in Europe and Latin America starting with 12 countries in 2021.

Telefónica Tech, the holding company of Telefónica that comprises the digital businesses of IoT, Big Data, Blockchain, Cloud and Cyber Security, and Geotab, a global leader in IoT and connected mobility, are partners in the field of connected car and vehicle telematics. In this case, the two companies will collaborate to provide ALD Automotive with an end-to-end fleet management solution including device, connectivity, and a telematics platform. This solution will provide key data such as GPS location, accelerometer, and vehicle electronics unit data, with a high compatibility with brands and models. All data obtained goes through a process of anonymisation, extrapolation and aggregation to help ensure user privacy.

With this solution, ALD Automotive will be able to remotely manage vehicle fleets in real time, proactively plan car maintenance operations and improve the experience of drivers and fleet managers. This solution helps significantly reduce environmental impact through CO2 emissions tracking and more efficient use of fuel. On the other hand, these solutions also contribute to improving driving safety by reducing the accident rate, thanks, among others, to improved driving habits.

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Telefónica, recognised as a world leader for the seventh consecutive year by Gartner's Magic Quadrant for IoT services, offers IoT managed connectivity, vertical solutions such as those related to Smart Mobility, as well as Big Data and Artificial Intelligence solutions.

With a presence in Europe and Latin America, Telefónica Tech will provide full support to ALD Automotive in countries where it deploys connected vehicle technology to ensure that queries and incidents issued by local teams are quickly reported and resolved by teams located in the same time zone.

On the other hand, Geotab has been ranked number one commercial telematics company in the world by ABI Research for two years in a row. Geotab equips more than 2.2 million vehicles in more than 130 countries with its fleet management solution, processing more than 40 billion data points every day to help companies improve productivity, safety, efficiency and reduce the environmental impact of their vehicles.

"ALD Automotive manages more than 1.76 million vehicles in 43 countries. We needed the best and most advanced telematics solution available on the market, so we chose Telefónica Tech and Geotab as one of our preferred providers to help us optimise our connected fleet solution for corporate and SME fleets," explains Álvaro Martínez Robles, Head of Procurement at ALD Automotive.

"Telefónica Tech was born in November 2019 to bring together digital businesses with high growth potential in IoT, Big Data, Cloud and Cyber Security, and to support companies and countries in their digitisation. In this case, thanks to the knowledge of our team specialising in IoT and Big Data, we are contributing to the digital transformation of ALD Automotive, providing, among other things, advanced data analysis and value to monitor the vehicle fleet more efficiently," said Gonzalo Martín-Villa, CEO of IoT and Big Data at Telefónica Tech.

"With more than 2.2 million connected vehicles, Geotab is the world's largest commercial telematics company, and we are firmly committed to delivering innovative solutions that provide tangible results," says Ivan Lequerica, Geotab's vice president for Southwest Europe. "We are proud to collaborate with Telefónica Tech and ALD Automotive, companies that share our vision of mobility, to help our customers meet their environmental sustainability goals, increase safety and improve the efficiency of fleet operations," he adds.

About ALD Automotive

ALD Automotive is a global leader in mobility solutions, offering comprehensive leasing and fleet management services in 43 countries to a customer base of large companies, SMEs, professionals and individuals. A leader in its industry, ALD Automotive places sustainable mobility at the very core of its strategy, providing innovative mobility solutions and technology services to its customers, helping them to focus on their everyday business. With 6,700 employees worldwide, ALD Automotive manages 1.76 million vehicles (end of December 2021). ALD is listed on Compartment A of Euronext Paris (ISIN: FR0013258662; Ticker: ALD) and is included in the SBF120 index. Société Générale is the main shareholder of ALD.

For more information, please visit www.aldautomotive.com

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About Telefónica Tech

Telefónica Tech is a holding company owned by Telefónica Group. The company offers a wide range of integrated technological services and solutions in Cyber Security, Cloud, IoT, Big Data and Blockchain. Telefónica Tech's capabilities reach, every day, more than 300,000 customers in 175 countries.

For more information, visit <https://tech.telefonica.com/>

About Geotab

Geotab securely connects vehicles to the internet, providing advanced analytics for fleet management. The open platform and Marketplace enable small, medium and large companies to automate processes by integrating vehicle data with other company data. The GO device acts as an IoT hub for the vehicle, enabling connectivity of additional functionalities through IOX complements. Geotab processes billions of data points per day that are leveraged for data analytics and machine learning to improve productivity, optimise fleets by reducing fuel consumption, improving driver safety and achieving greater regulatory compliance. Geotab's products are sold worldwide through a network of authorised distributors. For more information, visit www.geotab.com or follow us on @GEOTAB and LinkedIn.

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