

Area of interest Mobility services and long-term rental.

About the company ALD Automotive specialises in mobility services, long-term rental as well as the management of corporate fleets. The company offers comprehensive deals for multinational groups and companies, modular and flexible products for small and medium-sized enterprises, self-employed professionals and private customers.

ALD Automotive is one of the leaders in the sector worldwide, with an international presence across 41 countries, over 6000 employees and a managed fleet of over 1,400,000 vehicles globally.

ALD Automotive Italia today is involved in the mobility of about 41,000 customers, with a total fleet of around 150,000 vehicles including cars, commercial vehicles and motorcycles.

The car sharing service with electric vehicles has been launched in collaboration with Enel and is growing significantly on a national level.

Relevant business model

Sustainable inputs	End of life	Life Extension	Sharing platforms	Product as service
--------------------	-------------	----------------	-------------------	---------------------------

Business requirement and proposed solution The project, here presented, is included within the regular activities of ALD Automotive and in particular concerns a company client of ALD Automotive, which decided to move from the annual rental of diesel engine Light Commercial Vehicles and Passenger Cars to the car sharing service using electric vehicles.

Selected solution and details The company client previously had a fleet of 85 diesel vehicles that over three years travelled a total of 1,275,000 km, equal to 15,000 km a year, with a total fuel consumption of 10,825 litres over three years and 3,608 litres per year. At the end of the three years of activity, the company returned the vehicles to ALD, which proceeded to sell on the company fleet.

Main benefits

The main benefit of the project has been the reduction in the number of vehicles from 85 to 79, though travelling the same number of km per year, a reduction of 10,825 litres of fuel used over the three-year contract© has been achieved. Moreover, since the electric vehicles are powered with energy from renewable sources, zero resources are used. The transition from long-term rental to car sharing was especially useful as regards the optimisation of the use of vehicles by the company.

Potential for roll out and development

The aim of the EU Commission's 20-20-20 target is to reduce polluting emissions by 30% by 2030 and by 50% by 2050. The European "Climate & Energy" package outlines actions that the member countries must pursue to achieve these objectives: increase incentives for renewable energy, greater vehicle efficiency, the reduction of vehicle consumption and the reduction of emissions by 2020, which must not be higher than 95 gr. CO₂/km at most. In order to achieve these targets, the use of electric vehicles is becoming increasingly widespread and in particular some countries have set specific objectives in the medium and long term. For example, the city of Paris has announced that as of 2030 only electric cars will be able to circulate in the city, while the French central government has set the same objective on a national level for the year 2040. Germany has put forward a proposal to ban traditional cars in favour of electric ones by 2030. In Norway, one out of three registered cars is electric and the government's goal is to reach 2025 with only electric cars registered, while in India cars with an internal combustion engine will no longer be sold in the country as of 2030. The Netherlands voted to ban the sales of petrol and diesel cars as of 2025: the proposal was approved by the Parliament but has not yet been made law. Finally, other cities such as Madrid, Athens and Mexico City are working to promote the use of non-polluting cars from 2025.

Information on the Circularity Index.

We have developed a calculation model, called **CirculAbility Model** ©, which returns a synthetic index, a value indicating the degree of circularity of a certain product/service, called circularity index or Circular Index (CI).

For ALD Automotive Italia, we did not consider the car's entire life cycle (which was calculated in the previous cases), but only that of the product from a customer perspective, in particular starting from when the customer purchases the car from ALD Automotive until it is discarded, returning it to ALD Automotive.

The result confirmed that the model was correct by evaluating a zero CI for the traditional rental of thermal cars and a 100% CI for the rental of a shared electric car powered only by renewable sources. In one case the use is totally non-circular, in the other totally circular use. This example is interesting since it is considered as learning case of circular use.

[Scopri di più sul CirculAbility Model](#) ©