

a green leader?

-  Multi-brand leasing company majority-owned by Société Générale bank.
-  Formed from the merger of the two largest multi-brand leasing companies in Europe.
-  Profits are increasing year-on-year and stand at €3.1 billion (an estimated 1.7 billion in the EU).







What they say

“The future of mobility is electric. As the first mover in the powertrain transition, we [ALD] will continue to lead the market in the shift to low emission vehicles.”

“Our EV strategy is bold and ambitious, going beyond what the market currently forecasts for 2030. Instead of just following trends, we want to lead the way and make the transition to EVs as smooth as possible for our clients.”




What they do

 Good data disclosure?	Ayvens publishes data on new registrations by EV type for its operations, but refuses to share data for EU markets.
 End to fossil fuel cars?	Ayvens has no phase-out date for polluting cars.
 BEV ambition?	Ayvens target of 40% BEV uptake in 2026 is higher than the uptake for the EU’s car CO₂ standards (23%) and carmaker production plans (37%). Their 2026 target also includes a commitment to reduce the PHEV share of EV registrations to 20%.
 Higher BEV uptake?	Ayvens reports a BEV uptake of 19.3% in H1 2023, which is higher than the European market (14.3%). This is confirmed in Italy (4.3% vs 3.8%) but not in France (11.9% vs 15.0%), generating a mixed performance on BEV uptake.
 Lower PHEV share of EVs?	Ayvens reports a 41% share of PHEVs in its EV leases in H1 2023, which is higher than the European market (34%). This is confirmed in France (59% vs 36%) and Italy (70% vs 55%).
 Lower CO ₂ emissions?	Ayvens has higher CO₂ emissions than the market when PHEV are accounted for in France (128 vs 118g CO ₂ /km) and Italy (150 vs 143g CO ₂ /km). This same finding holds for ICE cars in France (134 vs 129g CO ₂ /km) and Italy (133 vs 130g CO ₂ /km).
 Lower share of large cars?	Ayvens has a higher share of large segments than the market in France (23% vs 13%) and Italy (17% vs 11%).

Conclusion

Ayvens is not a green leader. While the company has mixed performance on battery electric vehicles (BEVs) and good ambition for 2026, there is no phase-out date for polluting cars. Moreover, the company leases large cars with higher CO₂ emissions than the rest of the market.

What they should do

-  **Target** a 2028 phase-out date for polluting vehicles.
-  **Disclose** the number of BEVs, PHEVs, and the average CO₂ emissions in their new registrations.
-  **Improve** their performance by orienting away from large vehicles and PHEVs.