

## AER 11<sup>th</sup> Convention

### **Renting becomes the centre of sustainable mobility**

- *The 11<sup>th</sup> annual Convention has been a success with respect to participation with over 500 attendants and 500 speed networking meetings between companies.*
- *Discussions have focused on the creation of Low Emissions Areas, the design of Transport-to-Work plans and on the role to be played by renting in this new mobility scenario.*
- *Roberto Fraile, city councillor of Economic Development and Mobility of the Town Hall of Alcobendas has inaugurated the Convention while Fernando Arlandis, Managing Director of Decarbonisation and Energy Transition of the Council of Environment, Housing and Agriculture of the Community of Madrid has closed the event.*
- *For the second year 16 AER collaborators have received the “Loyalty Awards”*

**Madrid, 29 November 2022.**— On 23 and 24 November, *Asociación Española de Renting de Vehículos* has hosted its 11<sup>th</sup> Convention. Under the slogan “Renting at the heart of sustainable mobility”, one more year we have exceeded participation expectations with over **500 attendants**, gathered around the renting ecosystem and nearly **500 speed networking meetings** between AER collaborators and partners as well as many **informal encounters**.

<https://youtu.be/EgLp8gLQ0AI>

After the welcome speech of the AER President, José-Martín Castro, the opening ceremony was entrusted to city councillor for Economic Development and Mobility of the **Town Hall of Alcobendas, Roberto Fraile**, who has given some ideas of the importance of mobility in a city as Alcobendas: “*We are a city with a clear corporate vocation – with over 500 employees- that considers mobility as an opportunity and defends its sustainability and safety*”.

Likewise, the Managing Director of Decarbonisation and Energy Transition of the **Council of Environment, Housing and Agriculture of the Community of Madrid, Fernando Arlandis Pérez** has overseen closing the Convention and has highlighted the pioneer role of renting as it ends with the aging of a park with over 13 years of age. Also, he has mentioned the importance given by the Community of Madrid to public-private management.

In two days, there have been three debate tables to talk about two important challenges of the mobility sector at present: the creation of Low Emission Areas in the municipalities and the design of Transport-to-Work Plans and the conclusion has been that **renting is at the heart of this sustainable mobility** along with citizens and the offer of the solutions required.

## **The creation of Low Emission Areas and the electrification of cities, open to debate**

This round table has been moderated by the Director of Consultancy at **Pons Mobility**, **Claudia Hernández** and has counted with the presence of: **Arturo Pérez de Lucia**, Managing Director of **AEDIVE (Corporate Association for the Development and Promotion of Electric Vehicles)**; **Federico Jiménez de Parga**, general coordinator of Mobility of the Government Department of Environment and Mobility of the **Town Hall of Madrid**; **Trinidad Hernández**, managing director of Mobility of the **Town Hall of Malaga** and **Jorge Ordás**, General Sub-Director of Mobility and Technology Management of **Directorate General of Traffic (DGT)**.

The managing director of Aedive has highlighted that we need “to take measures right now to achieve our goals” and therefore he has specified that: “It is necessary to create not only a public-private collaboration but a “public-public” one to achieve homogenization”. Also, he has expressed the need that “electric mobility combines with other eco-efficient solutions”.

In turn, the general coordinator of Mobility of the Government Department of Environment and Mobility of the Town Hall of Madrid has evidenced that the standard should not be to take as reference pollution as there are municipalities that don’t have this problem, which shall not avoid talking about the fact that urban space “shall be available for citizens”.

The managing director of Mobility of the Town Hall of Malaga has highlighted the importance of the private sector and has explained how in Malaga “it has been essential to create a governance model for Low Emissions Areas” because his understanding is that it is necessary to simplify administrative procedures and focus on the principle of “trust with citizens” because there may be technically perfect standards but inefficient. “The most important thing is to receive feedback from the society”.

Finally, the general subdirector of Mobility and Technology Management of the DGT has emphasized the effort made by the car industry doing such an “impeccable work” as they have received so many pressures and has added that although “labels can still be improved”, changes would have to respect the grounds set during this legislature: “technological neutrality” and absence of “retroactivity” because “you cannot change the game rules on the go”. “You have to do things right to make LEZ credible”.

## **The design of Transport-to-Work mobility plans**

Another challenge faced by mobility is the approval of the Law on Sustainable Mobility expected for 2023 whereby it will be compulsory for companies of over 500 employees to design Transport-to-Work mobility plans (PTT for its Spanish initials). To talk about this, within the framework of the second day of the Convention, AER has organized a discussion table moderated by **José Antonio Camellín**, Managing Director of **Mobius Group Madrid**, with the presence of **Jorge Ortega**, technical expert of **Fundación Mapfre**; **Fernando Zubillaga**, Manager of the **Mobility and Logistics Cluster of Euskadi**; **Inés González**, Chief Coordinator at **Alcobendas Hub** and **Begoña López**, Director of Operations of **Northgate Renting Flexible**.

Jorge Ortega has explained the importance of introducing safety when talking about mobility to work so Mapfre has named it “3S mobility: segura, sana y sostenible (safe, healthy and sustainable)”. Also, it has mentioned that it is necessary to be “open to innovation and new formulas such as shared vehicles or intermodality”.

The Basque Country has approved its Law on Energy Sustainability stating the obligation to have transport-to-work plans for companies of over 100 employees and therefore the manager of the Cluster on Mobility and Logistics has talked about this and has explained the importance of education and the need to offer “different mobility alternatives”. Something that is only achieved thanks once more to “public-private cooperation”. Zubillaga has emphasized that for the change of technology all assistance is necessary, but his experience is that they “are not enough”.

The Coordinating Chief of Alcobendas Hub has explained the singularity of the Municipality of Alcobendas where there are “more workers and inhabitants” and has defended that mobility plans have to be designed for people. “This is not a one size fits all approach. These plans should let us adapt to all employees”.

On his side, the Operations Manager Northgate Renting Flexible has explained that this new situation is “another opportunity to walk our clients through and offer them a flexible solution”. Also, Begoña López has pointed out the importance of educating clients because they are the ones who will have to decarbonise their fleet especially in aspects such as subsidies and has remarked that thanks to flexibility “renting can be a very important actor when offering solutions”.

### **The role of renting in view of the LEZ challenge and Transport-to-Work plans**

The last round table has analysed the role of renting before these two new challenges of mobility such as the implementation of LEZ and the design of PTT. This table has been moderated by **Ricard Casallins**, responsible of Mobility Projects **RACC and Mobility Institute Coordinator** and have taken part: **Adolfo Agudo**, Commercial Director of the Indirect Distribution Area at **ALD Automotive**; **Omar Sánchez**, *head of Business Intelligence, Consulting & Arval Mobility Observatory*; **Alejandro Valdovinos**, Business Unit director at **Circontrol**; **Fernando Cisneros**, Road Safety Responsible at **LeasePlan** and **Vicente Ynzenga**, Legal Responsible at **Pyramid Consulting**.

Adolfo Agudo has pointed out that we are facing three great challenges: “electrification, decarbonisation and especially accessible and affordable mobility”. In his opinion, the renting ecosystem is helping in terms of offering “new sustainable solutions” in the new environment and encourages electro-mobility and disseminates management telematics systems”.

Omar Sánchez has reported that according to the information of Arval Observatory, 70% of companies are concerned by the new challenges and there is ever more sensibility of the society with respect to environmental aspects. In fact, Sánchez states that 75% of companies of over 100 employees are expecting to implement a transport plan for the mobility of their employees in the next three years, a percentage that with the next Law on Sustainable Mobility could increase up to 100%.

Alejandro Valdovinos has claimed a visible leader of reference in town halls and recommends defining areas for rapid charging. He regrets not having sometimes enough power to guarantee the fulfilment of charging needs.

Fernando Cisneros has insisted on “the importance of accident data and analytics to make decisions” and in this sense he has given very important information which is that “cars with lower emissions have 11% less accidents”. In turn, he has highlighted the needs to have a transport-to-work plan based on the real needs of companies and has reminded the importance of having certification standards such as ISO 39001 and ISO 39002.

Finally, Vicente Ynzenga has made a quick chronological summary of the events that have taken us to the current legislation and has claimed that citizens must know the reasons for the application of the different measures and be aware of the subsidies that can be requested.

## Loyalty Award

The crowning touch of the 11<sup>th</sup> annual Convention has been one more year given by the Loyalty Award to AER collaborating partners for their support to the renting sector for over 10 years. In total there have been 16 awards in a ceremony conducted by the comedian, Dani Delacámara. These have been the companies awarded:

- **AUTO CRISTAL RALARSA**, received by Ricard Benasco, director Comercial de Auto Cristal RALARSA; given by Alicia Gálvez, directora Comercial y de Marketing de Alphabet España.
- **AUDI ESPAÑA**, received by Inka Loescher, Corporate Sales manager de AUDI ESPAÑA; lo ha entregado José Ramón Calvo, director general de Alquiber.
- **BERGE GEFCO**, received by Ignacio García-Pelayo, director de Desarrollo de Negocio de Berge Gefco; given by David Sanz, responsable de Servicio de Santander Renting.
- **BOSCH Y SU RED DE TALLERES BOSCH CAR SERVICE**, received by Juan Carlos Porras, responsable de Ventas de Flotas e Intermediarios and Ernesto Vena, responsable de Marketing de Flotas e Intermediarios, de Bosch-Bosch Car Service; given by M<sup>a</sup> Jesús Boyero, responsable de *Procurement* de Arval.
- **CARSET**, received by José Luis Cubillo, socio director de Carset y Raúl Sánchez, socio director de Carset; given by José María Sánchez, director Proyectos Movilidad de Caixa Renting.
- **DEKRA ESPAÑA**, received by Daniel Fernández, Marketing & Sales director de Dekra España given by Martí Batallé, consejero delegado director general de Fraikin.
- **ERKE EQUIPAMIENTO DE VEHÍCULOS**, received by José M.<sup>a</sup> Farrés, Área manager de Cataluña de Erke Equipamiento para Vehículos; given by Ismael Hurtado, *Operations* manager de Free2Move Lease.
- **GESTECAUTO, Gestión y Consultoría Técnica De Automoción**, received by Santiago Navas, director de Análisis y Formación de GESTECAUTO; given by Damián Tokmayier, jefe de Flotas de Hyundai Renting.
- **GT MOTIVE IBERIA**, received by Antonio Osuna, *executive director* de GT Motive Iberia; given by Pilar Alonso, Sales manager de Kia Renting.



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- **MIDAS ESPAÑA**, received by José Manuel Rubín de Céliz, responsable B2B de Midas España; given by José Ramón Rivera, responsable Comercial de Ventas Corporativas de Kinto One.
- **NISSAN IBERIA**, received by Alberto Vázquez, Sales general manager de Nissan Iberia; given by Ricard Castells, director Comercial Renting Auto de Sabadell Renting.
- **INSTITUTO DE ESTUDIOS DE AUTOMOCIÓN (IDEAUTO)**, received by Bruno Brito, CEO del Instituto de Estudios de Automoción (IDEAUTO); given by Javier Pérez González, *Engage Customer Services & BD* director de LeasePlan.
- **MACADAM SPAIN**, received by Francisco José Palacios Jiménez, director de Operaciones de Macadam Spain; given by José-Martín Castro Acebes, presidente de la Asociación Española de Renting de Vehículos.
- **SUMAUTO - Rentingcoches.com**, received by Roberto de Celis, director general de Negocio Digital y Clasificados de Vocento, and Íñigo Breña, director de Rentingcoches.com; given by Eduardo González de La Rocha, director comercial y de Marketing de Northgate Renting Flexible.
- **SOLERA IBERIA**, received by José Luis Mayo, *Managing director* de Solera Iberia; given by Silvia Revilla León, directora de Estrategia Digital de Santander Consumer.
- **VOLVO CAR ESPAÑA**, received by Francisco Samaniego, *Fleet Sales manager* de Volvo Car España; given by Adolfo Agudo, director de área de Distribución Indirecta y BBVA Autorenting en ALD Automotive.

**AER:** Established in October 1995, *Asociación Española de Renting de Vehículos* ([ae-renting.es](http://ae-renting.es)) is the most representative organization and reference of the vehicle renting sector in Spain. Partners: ALD Automotive, Alphabet, Alquiber, Arval, CaixaRenting, Fraikin, Free2Move Lease, Hyundai Renting, Kia Renting, Kinto One, LeasePlan, Leasys, Northgate Renting Flexible, Sabadell Renting, Santander Consumer Renting and Santander Renting.

Since December 2011 AER is also formed by collaborating partners, over 120 supplying companies of the sector that with their products and solutions assist renting transactions in their service offers. ([COLLABORATING PARTNERS](#))

**For more information:**

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