



Vulog welcomes Charles de la Tour d’Auvergne to Boost Automotive Partnerships and Support Rapid Growth

Experienced expert in the new mobility transformation of the automotive sector brings deep knowledge and networks to the fast-growing company.

Paris, France – January 31, 2023 – Vulog, the premier global mobility platform provider, announced today it had appointed Charles de la Tour d’Auvergne as Executive Vice-President of Strategic Alliances and member of the Executive Committee. Charles has led corporate strategy initiatives at Group Renault and served as the New Mobility Lead of the global consulting & accounting firm PwC. With his extensive background and understanding of the inner workings of the automotive and mobility ecosystems, Charles is poised to make significant contributions to Vulog, a key player in powering new mobility solutions.

“I am thrilled to be joining Vulog,” said Charles. “I am eager to contribute to the continued growth and success of the company by building upon its strong reputation within the automotive industry as a leading provider of mobility technology and a valued collaborator. I am excited to introduce Vulog's cutting-edge solutions to new partners and strengthen existing partnerships.”

“We are delighted to welcome Charles to our team. With the automotive industry undergoing a revolution, driven by efforts to lower carbon emissions while decreasing costs, and with the rise of sharing made possible by digital solutions such as those offered by Vulog, his arrival could not be more timely” stated Vulog’s CEO, Gregory Ducongé. “The industry is currently experiencing both major disruptions and new opportunities and his extensive experience in this ecosystem will be an invaluable asset as we look to expand our digital mobility offerings. Charles' expertise will be instrumental in supporting our efforts to stay at the forefront of this rapidly evolving industry.”

About Charles de la Tour d'Auvergne



Charles de la Tour d'Auvergne is a seasoned professional with nearly a decade of experience supporting large corporations and OEMs in their transformation into new mobility players. He possesses an acute understanding of both the automotive and mobility ecosystems.

While at Renault Group, he focused on two key areas. First, on partnership strategy concerning topics such as battery value chain, data business, and aftersales. Second, he played an important role in supporting the Executive Team in the initiation of the Renaulution plan, as well as defining and structuring new commercial offers to meet evolving customer needs in close collaboration with the Renault Group brands and their financing business unit. This includes new digital mobility offers such as car subscriptions.

At PwC, Charles created the new mobility team, designed to help OEMs, energy companies, and local authorities respond to mobility-based challenges and integrate solutions into their current offers. He also developed market outlooks, analyzing what new mobility markets would look like in five to ten years, and advised clients on how and where they fit into these markets' value chains.

Charles attended Université Paris Nanterre, where he graduated with a Double Master's degree in Economics, Administration & Finance.

About Vulog

At Vulog, we are committed to making a positive impact on the planet through technological innovations that revolutionize mobility while building a greener future, one city at a time. By replacing private vehicles with electric, shared mobility options, we clean our air, decongest our streets and help people move around more freely and seamlessly in and across cities on 5 continents - and even islands!

Vulog is the world's leading technology provider for new mobility solutions. With Vulog's

AiMA platform, we have the very best open API, AI-powered tech, and data intelligence behind each mobility service, powering up over 20 million shared trips per year. We redefine fleet operations, enhance the user experience, and maximize business profitability; our technology is a key driver in the mobility revolution. With Vulog Labs, we are preparing the future of mobility based on artificial intelligence and data science: predictive demand management, smart-pricing, smart-charging, autonomous fleet management.

Our AiMA platform enables major mobility players like KINTO Share (Toyota), Free2Move (Stellantis), aimo (Sumitomo Corporation), Wible (Kia Motors), Rulla (Renault-Volvo) and evo (British Columbia Automobile Association) to launch and operate shared-vehicle services (cars, mopeds, electric bicycles, or scooters) anywhere around the world. As a pioneer with a strong global footprint, we play a key role in shaping connected, electric, and shared mobility for the future.

Our impact extends beyond just our technology; we strive to bring a direct, positive impact to communities worldwide through sustainable and inclusive mobility solutions. We also help companies achieve their net-zero emission goals in their digital and CSR transformation. Our customers are international, and so is our team - we represent 21 nationalities! We value diversity and welcome people from all backgrounds who are driven, passionate, and excited about making an impact and are motivated to work towards a greener and electrified future.

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