



## Alphabet International Press Release

### Alphabet remains on track for further growth

#### **Leading Business Mobility provider has half a million company cars under management.**

MUNICH 26/02/2013 – Last Friday, Alphabet officially handed over its 500,000<sup>th</sup> car to an employee of Deloitte Poland during a press event in Munich. Norbert van den Eijnden and Ed Frederiks, CEOs of Alphabet International, presented the BMW 320d Touring to Deloitte manager Przemysław Wistel, together with Leszek Pomorski, CEO of Alphabet Poland. By reaching this milestone, Alphabet strengthens its position as one of the top four Business Mobility providers in Europe. Over the past year, the company has been able to increase its number of customer contracts by six per cent. Alphabet has grown further since the beginning of this year and now has over half a million cars under management in 19 countries.

“Our continuous growth is narrowly tied with Alphabet’s Business Mobility strategy,” says Norbert van den Eijnden. “Within this strategy, we place the focus on the mobility of companies and employees. In this way, we create innovative solutions for the changing demands of the market. This includes the integration of carsharing and electric vehicles into company fleets.” Ed Frederiks adds, “Our goal is to be one of the top three Business Mobility providers. Alphabet is therefore expanding its market position progressively and internationally. The handover of the 500,000<sup>th</sup> car to Deloitte Poland, a long-standing customer in this important market, underlines this.”

Deloitte Group has been an Alphabet customer for the past 12 years, with the mobility provider looking after the Polish subsidiary since 2003. Currently, Alphabet takes care of the mobility needs of approximately 700 of the management consultancy’s employees in seven countries. About 100 company cars are on the road for Deloitte Poland.

“Our collaboration with Alphabet Poland has been very good,” says Leszek Tokarski, Partner at Deloitte. “We are especially impressed with the excellent communication with Alphabet consultants and the company’s flexibility and the timely manner in which they solve all arising fleet issues. These are just two of the reasons, why Alphabet is currently the sole provider of all of our national fleet services.”



## About Alphabet

Alphabet is a provider of Business Mobility in Europe. As such, it helps companies to manage their corporate mobility in an economical and sustainable way. Founded in 1997 as a fleet management division of BMW Group, Alphabet has gathered extensive knowledge in fleet management and leasing. Based on this know-how, the company creates innovative and flexible business mobility solutions that fit customers' needs. One example is the Corporate CarSharing scheme AlphaCity. Alphabet has more than 500,000 cars of all makes under contract and is ranked fourth in the market. It offers a wide range of products and services including consulting, financing and car-related services, as well as comprehensive management programmes for corporate fleets. Alphabet has its headquarters in Munich, Germany, and is represented in 19 countries. For more information, please visit [www.alphabet.com](http://www.alphabet.com).

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