

Alphabet Press Release

Dr. Nancy Storp has become Head of International Sales and Marketing

Dr. Nancy Storp has taken over the responsibility as Head of International Sales and Marketing from Christel Reynaerts.

MUNICH, 20th January 2010 – Dr. Nancy Storp has become Head of International Sales and Marketing at Alphabet International. In this new position, which she has taken over from Christel Reynaerts, Nancy focuses on further developing international business relations. Client requirements have increased despite a difficult business environment and lead to new business opportunities for Alphabet.

Dr. Nancy Storp joined Alphabet in May 2007 as Head of Strategy and Marketing. Prior to that, Nancy held several positions at Siemens Communications, where she left as Head of Global Marketing Strategy and Communications. Dr. Nancy Storp, who was born in 1972, holds a PhD in business administration, started her career at Siemens Management Consulting and later she worked for Boston Consulting Group.

Dr. Nancy Storp said: “I would like to thank Christel Reynaerts, and I am looking forward to continuing her great work. During the last four and a half years, she has established and managed an excellent international sales department. On an international basis, Alphabet enjoys a strong position in Europe – thanks to Christel’s excellent work. Christel has now taken on a new challenge as Head of Commercial Finance for BMW Group Financial Services.”

Christel Reynaerts said, “Thanks to the skills in marketing and strategy Nancy gained at Alphabet as well as her previous experiences at Siemens and Boston Consulting Group, she is a perfect fit as the new Head of International Sales and Marketing.”

About Alphabet

Alphabet is one of the fastest growing international fleet management suppliers, financing and leasing for all makes of vehicles. Established in 1997 in the UK, Alphabet today manages more than 300,000 cars in 13 countries. As a BMW Group Division, Alphabet maintains the same high quality standards, commitment to excellence, and passion for creating individual and sustainable solutions. Alphabet’s headquarter is located in Munich, Germany. More information is available at: www.alphabet.com

Alphabet Contact:

Alexander Beck
International Marketing Manager
Lilienthalallee 32
80939 Munich
Phone +49 89 382-13525
Fax +49 89 382-37702
E-Mail alexander.beck@alphabet.com

Media Contact:

Pleon
Felix Dreyer
Theresienhoehe 12
80339 Munich
Phone +49 89 590 42-1123
Fax +49 89 590 42 49 - 1123
E-Mail alphabet@pleon.com