

Alphabet – International Fleet Management.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H I J K L M N O P
J K L M N O P Q R S T U V W X Z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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N O P Q R S T U V W X Y Z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B

New thinking. Go your own way.

As a BMW Group Division, Alphabet maintains the same high quality standards, commitment to excellence, and passion for creating individual and sustainable solutions. Established in 1997 in the UK, Alphabet today manages more than 300.000 cars in 13 countries. Alphabet's headquarters is located in Munich, Germany.

Alphabets objective is based on steady growth through partnership with customers. Alphabet believes in developing solutions jointly in order to meet individual company needs. Therefore, it continuously breaks new ground and keeps setting trends in high-quality standards of fleet services. It also aims to create awareness and transparency for the true total costs involved in managing fleets and finding ways to reduce costs through streamlined processes. Qualities like these have earned Alphabet a preferred fleet supplier position with some of the world's largest companies

Managing a fleet is a complex task.

Alphabet makes your work easier by bringing new thinking to your problems and challenges. With fleet service for all brands in 13 countries, Alphabet puts you back in the driver's seat. Our goal is to help you retain valuable employees, and reduce the time and expense of managing a fleet.

But how does Alphabet do that?

Start with a sound strategy: Alphabet's team of global fleet experts helps you create a tailor-made fleet strategy. This team understands both cross-border market needs and local market conditions.

Clear the path: Fleet management can be complicated, but Alphabet clears the mist by making agreements and processes crystal clear.

Move it out: Once you deploy your fleet, Alphabet helps you manage your cars and drivers. We also keep you updated with online reports and interactive services.

Think long-term: Our innovative solutions begin with partnership. We listen to you and then stay connected. A long-term partnership creates the openness and trust that brings reduced operating costs and long-lasting solutions.

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R S T U V W X Y Z A B C D E F G H I J F L E E T M A N A G E M E N T W X Y A B



ABOUT US

Alphabet's Promise.

International Fleet Expertise: Alphabet's country offices are specialists in local fleet management, including tax and registration issues. For companies with european-wide fleets, our international fleet team understands market needs across countries and ensures on-going cross-border customer care.

More Service: Customers have come to expect a higher quality of service and increased value for money from Alphabet. It is our goal to exceed our customers' expectations.

User Oriented: We had customers in mind when we built our company. We know that fleet managers want clear processes, fast responses and the confidence that their drivers are being well cared for. That is why Alphabet delivers crystal clear commitments. As our partner, customers know what to expect from the outset.

Innovative: Innovation starts with understanding. As a forward-thinking company, we take the time to listen to our customers and come up with creative and flexible solutions designed to meet their needs.

N O P Q A L P H A B E T A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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M N O P Q R S T U V W X Z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
U W X Y A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H I

INTERNATIONAL

Break down barriers.
See the bigger picture.

Business is becoming more international and your employees have to be mobile, everywhere and every time. Alphabet offers you a true international scope, while keeping sight of local issues, to give you optimal solutions at sustainable costs.

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U W X Y A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H I J





Are you looking for an efficient international solution?

Operating a car fleet can be expensive and time consuming. Companies operating an international fleet are confronted with a higher degree of complexity because of local market dynamics such as differing taxation for example.

Most companies running an international fleet are striving to increase transparency, reduce car fleet spend as well as streamline both the supplier base and the internal processes. Alphabet's International Sales and Key Account Management Team, headquartered in Munich, is a team of dedicated

fleet experts which design international car fleet solutions to meet your corporate objectives. Our International Key Account Management Programme is the foundation to achieve this. It is a full circle concept going from implementation over coordination and monitoring to optimization and innovation. The International Key Account Manager works hand-in-hand with both Alphabet's branches in the different countries and with your local subsidiaries. But most of all it is a highly personalised approach ensuring your corporate culture and values are reflected in your international car fleet management.

One contact – access to a world of knowledge.

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F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H I J K L M N O P Q R S
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PRODUCTS AND SERVICES

Alphabet Products and Services

Finance Management	Operational Lease · Finance Lease · Employee Car Schemes (AlphaDrive) Sale and Lease-back
Service Management	Maintenance & Repair · Tyre Management · Roadside assistance Motor Insurance · Replacement & precontract vehicles · Accident Management · Fuel Management · Fine Management Tax Management
Contract Management	Direct Driver Communication · Customer Service Interface Contract Adjustments · Third party management (Outsourcing) Termination Management · Online Tools · Fleet Reporting Customised Invoicing (e.g. cost centre, central billing)
Strategic Management	International and local account management · Tailor-made Reporting Stringent TCO Management · Fleet consulting · Process consulting Car manufacturer negotiations · Market intelligence · Sustainable Fleet Management · Driver Training

M N O P Q R S T U V W X Y Z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
U W X Y A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H I
R S T U V W X Y I N N O V A T I V E G H I J K L M N O P Q R S T U V W X Y Z A B
R S T U V W X Y Z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E

Innovative solutions. Products and Services you can count on.

Do you really know how much it cost to manage your fleet?

Any service provider can draw up an impressive list of products and services – but it's how they delivered that counts.

Alphabet delivers services that translate to cost savings and motivated employees.

Service Management from Alphabet allows customers to effectively manage and maintain their company car fleet. It combines a series of services aimed at relieving the customer of the administrative burden involved in the day to day running of a vehicle fleet from acquisition, maintenance, servicing, taxation and, ultimately, disposal. Service Management helps minimise the related costs by capitalising on Alphabet's maintenance, disposal expertise and buying power while reducing administrative overheads. Service Management is available with or without a financing arrangement via Alphabet.

What are the Benefits?

- Reduced administration
- Improved budgeting
- Ability to leverage buying power
- Cost controls through expertise

Alphabet can deliver any combination of fleet services according to customer needs and market requirements. Once the right solution is designed and implemented for a company, Alphabet takes care of the daily activities, leaving customers free to look after their core business. We focus on the details and look for ways to save you time and money, so you can be sure your fleet is managed in the most efficient way – and your employees get the service they need. Then we help optimise your fleet, so it continues to run smoothly in the future.

M N O P Q R S T U V W X Z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
U W X Y A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H I
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R S T U V W X Y Z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E

Sustainability in fleet management.

Many companies have recognised that sustainability has become a core business issue. Customers, employees, regulators and shareholders increasingly expect a certain amount of evolution towards more sustainable, eco-friendly business practice.

For Alphabet sustainable fleet management means unifying efficiency aspects with the environment. With tailor-made consultancy throughout the customer relationship a sustainable managed fleet will reduce CO₂ emissions and create positive effects in terms of total cost of ownership, profitability, productivity, employee attraction and corporate and social reputation.

Fleet managers expect Alphabet to think out of the box, for example to proactively inform them, to share best practices with them, but ultimately, to keep their cost of ownership under control. On top of that, in most companies the HR department also has its requirements in order to attract, motivate and keep their mostly specialized staff. For Alphabet it is clear, that for a sustainable car policy, ecology, economy and employee motivation as well as Corporate Social Responsibility have to be considered together.

Alphabet's new consulting approach for sustainable fleet management is called AlphaTact.



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U W X Y A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H I J

AlphaTact. Think before you act.

AlphaTact is the new consulting approach towards Sustainable Fleet Management. It is focused on cost savings and CO₂ emissions and is based on five steps. These steps cover the whole consultancy process ranging from the analysis of the current situation to the definition of a masterplan and finally the implementation and monitoring of defined objectives.



ALPHATACT

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F G H I J K L M N O P Q R S T U V W
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U W X Y A B C D E F G H I J K L M N

Elements such as fuel economy, driver behaviour and car policy are taken into account to improve the car fleet significantly in terms of cost savings and sustainability. One important part within AlphaTact is the Alphabet Sustainability Index ASTX.

ASTX.

Within the AlphaTact Consultancy ASTX is used to assess the sustainability level of the fleet and it helps Alphabet consultants to provide structured car policy advice. ASTX takes into account:

- the level of CO₂ emissions
- the clean power index
- and the safety vehicle index

The index helps to optimise the choice of vehicles for the fleet. The aim is to realise a high level of energy efficiency and motivation. The categorisation within the Index ranks from A to G whereas ASTX-A stands for the best ranking. The ASTX index is certified by the independent DEKRA Certification.



AlphaCare.

AlphaCare is a new service aimed at company car drivers. AlphaCare contains a variety of measures with the aim of improving the driving skills of company car drivers while at the same time achieving costs reductions through less fuel consumption and reduced accident rates. The service offer combines selected eLearning tools with practical driver trainings, which shall ensure a sustainable respectively long-lasting change of driving behaviour.



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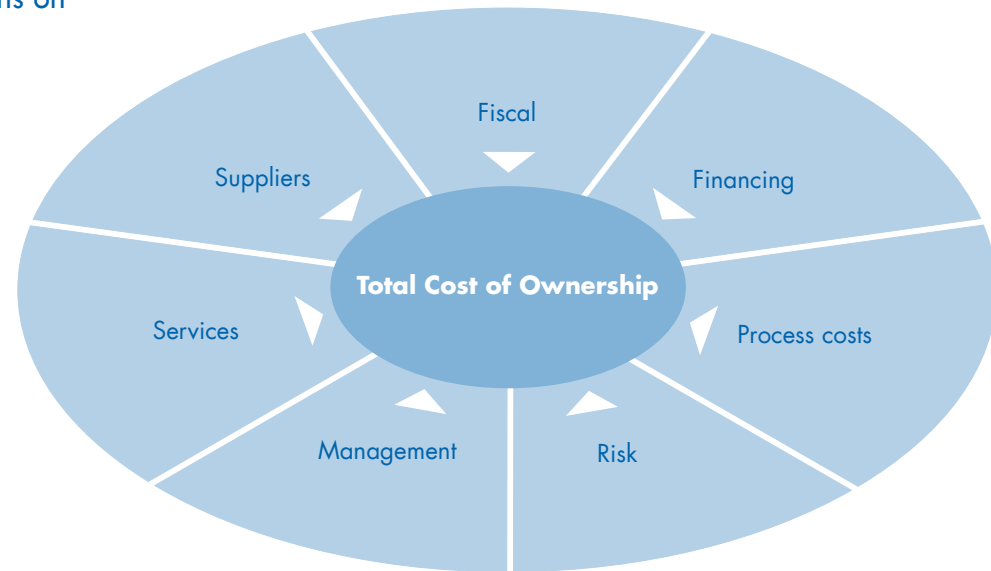
Excellence in cost controlling.

Don't be misled by eye-catching low prices. It seems like a good deal, but often hidden costs appear after the contract is signed and the lease begins. In the end, the price you pay has increased significantly and you have lost control. Alphabet helps you keep control through our „Total Cost of Ownership“ process. Our fleet experts will work with you to identify the upfront and hidden costs and find ways to reduce costs through streamlined fleet processes. Then we create international and local Service and Price Level Agreements with measurable commitments and goals. The result – control, no surprises, reduced operating costs and long-lasting savings.

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R S T U V W X Y Z A B C D E F G H I J K L M N O P Q R S T U V W X Y A B C D E F

More efficiency and cost control. Fuel for your fleet.

Total Cost of Ownership (TCO) means all costs (known and hidden) that it takes to manage your fleet. Alphabet focuses on TCO because this is where real cost savings are achieved. More and more fleet managers base their decisions on the price-per-kilometre calculation rather than lease rates alone. The TCO of an international fleet gives managers insights into the costs of a company car fleet, over its entire lifecycle and ways of controlling those costs.



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ONLINE



Alphabet Online. A comprehensive fleet reporting tool.

Alphabet Online.

With its reporting services Alphabet enables clients to generate reports according to peoples needs. Alphabet's Online Reporting Services offer a set of pre-defined standard reports, illustrated with graphics and tables. On an international level, reports can be viewed individually by country or as an overview of the entire international fleet. Thus the Fleet Managers have full control over their fleet information and can even schedule reports. In addition they have the possibility to grant access to individual drivers, who can then monitor their vehicle online. A useful report for the driver is e.g. the Mileage Projection Report, or the Exceptional Cases Analysis.

What makes Alphabet Online so special?

Alphabet Online is free of charge and creates a powerful additional interface between Alphabet and its clients reducing the complexity of large, international car fleets by facilitating direct access to the customer's specific car fleet data at all times. This allows customers to focus on their core business. So the user friendly web-based application enables fleet decision makers and authorised drivers to configure cars, get quotations and place orders online. The system contains customer specific details, identified by a unique code and password. In doing so the functionality allows car configurations based on the customer's negotiated agreement with Alphabet, your national car policies and the discounts agreed with manufacturers and dealers. To ensure the validation of the process only the final approval of the fleet decision manger is necessary.

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U W X Y A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H I J



PARTNERSHIP



A clear choice.
A close partnership.

Your Service Level Agreement includes:

- Quote timing and accuracy
- Vehicle ordering and delivery
- Invoicing
- Contract rewrites
- End-of-contract conditions
- Early termination
- Escalation processes

M N O P Q R S T U V W X Y Z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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R S T U V W X Y Z A B C D E F G H I J K L M N O P Q R S T U V W X Y A B C D E F

A clear choice. A close partnership.

Alphabet values clarity in its customer relationships. For you this means an open exchange of information and a dedicated partner. You get service. You get solutions.

To get the best value out of your fleet, you need fleet management service that is fully transparent. Good service is based on trust – this is one of the cornerstones of Alphabet’s approach.

Upfront Phase – We start our partnership by helping you identify all costs and finding ways to optimise your fleet. International and local Service Level Agreements ensure no surprises.

Contract Lifetime Phase – Our partnership grows. We stay connected with online reporting with pan-European information, account management and on-going cost optimisation advice tailored to your needs. We also maintain control over unforeseen costs, such as early terminations or tyre replacement.

End-of-Contract Phase – The partnership continues as cars at end-of-contract are phased out and new cars are brought in. Because your fleet is optimised, all costs are known, there are no surprises, and you stay within your planned budget.



Stay in the driver's seat with Alphabet.

For further details on how Alphabet can support your fleet,
visit our website at www.alphabet.com, or contact us directly.

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