

Your mobility.
Made easy.



Employee motivation –
with no hidden costs

Alphabet Fleet Management (Switzerland) Ltd, A BMW Group company

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24/7, 365 days a year

We keep employees mobile.

From classic company cars to incentive rentals and sustainable e-mobility, we are your reliable partner for a great range of diverse services.



Affordable and convenient private mobility

Your employees are your top priority, which is why they should be offered a convenient, affordable and safe mobility solution, not only at work but also for private use. Alphabet Drive gives your employees, including those without company car authorisation, the opportunity to lease a vehicle from Alphabet privately with special leasing conditions.

Your advantages

- Your employees receive leasing products with no hidden costs.
- Your employees benefit from special conditions.
- Your employees get to drive state-of-the-art vehicles and can easily switch to a new vehicle.
- You reward loyalty and motivate your employees in a targeted manner.
- You establish a sustainable company image.
- You create/enhance benefits for employees.



Enhance your appeal as an employer

In addition to our services for company fleets, we also have attractive offers for our customers' individual employees thanks to the Alphabet Drive (formerly AlphaDrive) programme. Regardless of their position in the company hierarchy, they can benefit from Alphabet's special terms thanks to the motivational leasing programme. This is an added benefit not only for your employees but also for you, as this programme enhances your attractiveness as an employer.

Products and services

Leasing and financing	Fleet services	Online tools and app
Full-service leasing	Servicing and repairs	Fleet reporting and analysis
Motivation leasing	Tyre service	Alphabet app
Financing and charging infrastructure	Fuel and charging management	
	Insurance	
	Claims management	
	Replacement and rental cars	

Alphabet profile

Alphabet Fleet Management (Switzerland) Ltd is one of the leading providers of sustainable business mobility solutions. The full-service leasing provider offers customers manufacturer-neutral expertise in the planning of fully integrated corporate mobility solutions of the future – right now. Through its innovative solutions, including smartphone-based solutions, Alphabet assists in the optimisation and continuous modernisation of fleets. Alphabet has its headquarters in Munich and, as a subsidiary of the BMW Group, fulfils the same high standards in terms of quality and processes as its parent company. The company was founded in 1997 in the UK and has operated in Switzerland since 1999. Today, Alphabet manages around 700,000 vehicles in 31 countries. Our employees work with dedication and a personal touch to provide companies with innovative, custom mobility solutions – professionally and quickly.