

## Alphabet International press release

### Alphabet customers are now served in Portugal

- **Alphabet International and Pan-Iberian customers now have access to full operational leasing products and services in the emerging Portuguese market**
- **Companies with business operations in Portugal can now benefit from the cooperation by Alphabet's competent mobility partner Finlog**
- **Entering this new market with that cooperation represents efforts on Alphabet's behalf to accommodate the needs of its international clientele**
- **In today globalised world, an extensive network is essential for the success of an international business**

**MUNICH/15/03/2018 – Alphabet International operations expanded officially by a further European market, Portugal. This brings the total of countries in which the innovative fleet management provider conducts business to 20. Alphabet, one of the leaders in Business Mobility solutions in Europe, Australia and China, now offers (full) operational leasing and financial leasing products to organisations with business activities throughout the Iberian Peninsula.**

Companies that rely on Alphabet's innovative mobility services and solutions across Europe and beyond can now take advantages of its offer in the Portuguese market. Just like in other Alphabet markets, Alphabet clients now have access to the range of Alphabet compatible products and services available in Portugal, via Finlog. Depending on each company's specific needs, it can also opt for a wide range of useful on-top services, such as fuel cards, replacement vehicles, roadside assistance and legal insurance. Effective immediately, Alphabet operates in Portugal in collaboration with its reliable and well-established mobility partner, Finlog.

'The aim of our collaboration is to serve International and Pan-Iberian customers now in Portugal, a high potential market. Our corporate clients highly value our international product offer and global network. Now they can also rely on an Alphabet testified partner to provide suitable cutting-edge mobility products for their subsidiaries or offices in Portugal. We are all very excited to see what we can accomplish for our customers with Finlog', says Rüdiger Ebel, Head of New Markets at Alphabet.

Finlog also expressed enthusiasm about the partnership: 'Thanks to Finlog's extensive experience in fleet management and integration into the largest Portuguese automotive group, we can work together with Alphabet to enhance its global presence and drive innovation.

By collaborating, we are able to provide tailor-made Business Mobility solutions that fulfil global enterprises' mobility demands in Portugal', says Pedro Saraiva, Exec BoD and CEO of Finlog.

Officially known as Finlog – Aluguer e Comércio de Automóveis, S.A., was established in 1993 in Porto, Portugal and employs a workforce of around 65 people today. Finlog is 100% owned by the Salvador Caetano Group. The company is currently one of the top 5 companies in the operational leasing market in Portugal.



By electing to launch on the Portuguese market, Alphabet has reinforced its standing as a strong Business Mobility provider for global enterprises. Overall, the company owes its continued success to its unique tailor-made approach that enables it to offer products that perfectly meet client needs as well as its unparalleled knowledge of fleet management and mobility industries.

### **About Alphabet**

As one of the market leaders in corporate mobility in Europe, Alphabet helps companies manage their fleet in an efficient and sustainable manner. Alphabet was founded in 1997 as a division of BMW Group and has since acquired extensive knowledge in the field of international fleet management and operational leasing. The comprehensive service it offers includes advice as well as financing. Alphabet's corporate mobility solutions are tailor-made to ensure that they satisfy companies' specific requirements.

With a portfolio of over 680,000 vehicles of all makes in 20 countries, it is one of the four major players on the market. In Belgium, Alphabet currently manages 50,000 vehicles, good for a place in the top three.

Its expertise and technology enable Alphabet to play a leading role in Advanced Mobility Solutions: AlphaElectric offers businesses extensive eMobility solutions, AlphaCity provides a cost-saving Corporate Car Sharing arrangement and AlphaFlex allows companies to integrate a mobility budget. Our handy application AlphaGuides offers Alphabet drivers almost unlimited mobility.

More information is available at: [www.alphabet.be](http://www.alphabet.be).

### **About Finlog**

Founded in 1993, and 100% owned by Salvador Caetano Group, Finlog is dedicated to mobility in Portugal and provides competitive solutions and services that best-fit client needs. The company constantly evolves to accommodate new mobility trends as well as the cycles of local markets. This includes expanding its offer to provide customised mobility products for new segments. Today, it serves everything and everyone from large companies and small business to private individuals and the self-employed. Currently, Finlog is a leading player in the sector and recently broke many records. It manages a fleet of around 11,000 vehicles and operates throughout Portugal, including in the autonomous regions of Madeira and the Azores. Its range of products includes Total Fleet Management, Transparent Fleet Management as well as Maintenance and Service Contracts. More information can be found online at <https://www.finlog.pt/> (Portuguese only).

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