

Alphabet International press release

New CEO announced at Alphabet France



MUNICH 02/05/2018 – Stephane Crasnier will take on the position of Chief Executive Officer at Alphabet France, starting July 1st, 2018.

Stephane Crasnier, currently Alphabet Australia Managing Director, started his career at the BMW Group in 2005 as BMW France Corporate Sales Manager. Before joining Alphabet Australia, he held the position of Post-Merger Integration Director at BMW Financial Services China. Prior to that, he worked for Alphabet France, BMW Financial Services France, PSA and Ford Motor Company.

Stephane Crasnier succeeds Olivier Monot, who will follow new professional opportunities.

About Alphabet

Alphabet is a leading provider of Business Mobility in Europe, Australia and China. As such, it enables companies to manage their corporate mobility in an economical and sustainable way. Founded in 1997 as a division of BMW Group, Alphabet has extensive knowledge of international fleet management and leasing. Its comprehensive portfolio includes consulting and funding as well as smart management products and services for company fleets. Alphabet's Business Mobility solutions are tailor-made to meet specific corporate requirements. Today, Alphabet manages a portfolio of over 680,000 leased cars and light commercial vehicles of all makes and is ranked fourth in the market worldwide. Alphabet also pioneers the creation of Advanced Mobility Solutions: AlphaElectric offers companies a holistic approach to eMobility, AlphaCity is the efficient Corporate CarSharing option, the mobility app for smartphones, AlphaGuide, makes life easier for its users and AlphaFlex, the individual, flexible mobility solution, gives employees choices and companies full cost control. Alphabet has its headquarters in Munich, Germany and is now represented in 21 countries. For more information, please visit www.alphabet.com.

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