

## Alphabet International press release

### Alphabet confirms a new partner in Serbia

- Companies with business operations in Serbia can now benefit from the newly founded cooperation of AKS Fleet Solution, Belgrade
- The new cooperation demonstrates Alphabet's goal of accommodating the needs of its international clientele with presence in Serbia
- Alphabet International customers now have access to full operational leasing products and services in the emerging Serbian market

**MUNICH/25/07/2018 – Alphabet International operations have now officially expanded even further in the European market, Serbia. This brings the total number of countries in which the innovative fleet management provider conducts business, to 22. 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 in Balkan Region, namely in Serbia.**

Companies that rely on Alphabet's innovative mobility services and solutions across Europe and beyond can now take advantages of its offer in the Serbian market. Just like in other Alphabet markets, Alphabet clients now have access to the range of Alphabet compatible products and services available in Serbia, via AKS Fleet Solution, Belgrade. 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 Serbia in collaboration with its reliable and well-established mobility partner, AKS Fleet Solution, Belgrade.

'We are pleased to enter into a partnership with AKS Fleet Solution, Belgrade and strengthening our presence in Serbia. They have a reputation for excellent service to its customers and we look forward to collaborating with our new partners to extend the full range of our collective services in this growing economy. We are all excited to see what we can accomplish for our customers with AKS Fleet Solution, Belgrade', says Rüdiger Ebel, Head of New Markets at Alphabet International.

Petar Gavranovic, CEO of AKS Fleet Solution, Belgrade also expressed his enthusiasm about the partnership: 'We are very much looking forward to working with our new partner Alphabet to serve their clients in Serbia. This is a wonderful opportunity for us to join a very successful partner who is an expert in mobility and enables us to further develop our products and services for the benefit of all of our clients. By collaborating, we are able to provide tailor-made Business Mobility solutions that fulfil global enterprises' mobility demands in Serbia.'



Officially known as AKS Fleet Solution, Belgrade – AKS FLEET SOLUTION DOO ŠABAC , was established in 2013 in Šabac, Serbia and employs a workforce of around 19 people today. The company is currently one of the top 5 companies in the operational leasing market in Serbia.

By electing to launch on the Serbian 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**

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 22 countries. For more information, please visit [www.alphabet.com](http://www.alphabet.com).

#### **About AKS Fleet Solution, Belgrade**

Founded in 2013 AKS Fleet Solution, is dedicated to mobility in Serbia and provides competitive solutions and services that best-fit client needs. AKS Fleet Solution Is biggest independent operator on Serbian market. 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, AKS Fleet Solution, Belgrade is a local player in the sector. It manages a fleet of more than 800 vehicles and operates in Serbia. Its range of products includes Total Fleet Management as well as Maintenance and Service Contracts. More information can be found online at <http://aksfleet.com/> (Serbian only).

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