

Alphabet International press release

Hoşgeldiniz: Alphabet enters the Turkish market

- Companies with business operations in Turkey can now benefit from the cooperation of Alphabet’s competitive mobility partner Hedef Filo
- Alphabet is partnering to enter this new market in order to accommodate the needs of its international clientele
- The success of an international company like Alphabet in today’s globalised world depends on an extensive network
- Alphabet wants to expand its international presence and continues with the 24th market, Turkey

MUNICH/11/09/2018 – 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 Southeast Europe from its new cooperation in Turkey. Effective immediately, Alphabet is operating in Turkey in collaboration with its reliable, well-established leasing partner Hedef Filo with a growing focus on mobility services.

Companies relying on Alphabet’s innovative mobility services and solutions across Europe and beyond can now take advantages of its offer in the Turkish market. That includes short-term car hire, full operational leasing and sales and leaseback as a financed product. Depending on their unique transport needs, businesses can also access Alphabet’s range of add-on mobility products and services, including fuel cards, replacement vehicles, roadside assistance and legal insurance. Alphabet has partnered with Hedef Filo to seamlessly roll out its offering in the exciting local market. Both companies have confirmed that Turkey holds great potential for their businesses.

Hedef Filo is one of the leading providers of fleet management and operational leasing services in Turkey for corporate customers. Maintaining high service standards across Turkey tailored to fit its customers’ needs is the reason why customers choose Hedef Filo. The Company has more than 6,300 customers and offers its services through 6 offices.

“International customers will now be able to benefit from the service quality of Alphabet via Hedef Filo. We’re pleased to undertake this task in Turkey.” says Ersan Öztürk and Önder Erdem, Managing Directors and Board Members at Hedef Filo. Rüdiger Ebel, Chief Sales Officer at Alphabet International adds: “Entering into a partnership with Hedef Filo strengthens our presence in Turkey. We already offer outstanding mobility solutions to many companies throughout continental Europe, so crossing over to Southeast Europe truly makes sense for our company and for our international customers. We are all excited to see what we can accomplish for our customers with Hedef Filo”.



By electing to launch on the Turkish 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 to 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 24 countries. For more information, please visit www.alphabet.com.

About Hedef Filo

Hedef Filo continues to offer services as the leading fleet leasing company of Turkey with its fleet of 28,000 contracted vehicles since its foundation in 2003. The company targets to elevate the business standards of its customers and help them to be successful in their corporate lives by providing privileged vehicle and fleet solutions to them. The company with Headquarters in Istanbul serves its customers with more than 240 staff in its offices in İzmir, Bursa, Ankara and Adana one additional office in Istanbul. For more information, please visit www.hedef filo.com

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