

## Alphabet Fuhrparkmanagement (Schweiz) AG

### Urs Eggenberger takes up new role as CEO of Alphabet Fuhrparkmanagement (Schweiz) AG.

**Dielsdorf. Change in management as part of the consolidation of BMW Group Financial Services and Alphabet in Switzerland went into effect on 1 April 2022.**

On 1 April 2022, Urs Eggenberger took over management of Alphabet Fuhrparkmanagement (Schweiz) AG as part of BMW Group Switzerland. Urs Eggenberger joined BMW Group Switzerland in 2017 and has been CEO of BMW Financial Services (Switzerland) Ltd since January 2022. By appointing him CEO of Alphabet Fuhrparkmanagement (Schweiz) AG, BMW Group Switzerland is also beginning the complete organisational integration of the Financial Services and Fleet Management business units. In the future, both business units will be consolidated within BMW Group Switzerland.

In his new, additional function, Urs Eggenberger is succeeding Martin Erb, who will continue to assist the company through 30 June 2022 and then leave Alphabet Fuhrparkmanagement (Schweiz) AG after serving the company successfully for 22 years. With around 9,200 managed vehicles, Alphabet Fuhrparkmanagement (Schweiz) AG is one of the leading full-service leasing providers on the Swiss market.

The gradual transformation will allow BMW Group Switzerland to reorganise its Financial Services unit to better meet the changing mobility needs of its customers. The line that currently divides business and private mobility is becoming increasingly blurred. On top of this, customers' mobility habits are changing and leading to higher expectations in terms of flexible leasing and financing agreements.

By strategically focusing its products and services, as well as its organisation, BMW Group Switzerland is responding to these changing requirements. In the future, the two companies will be consolidating their portfolios under the umbrella of BMW Group Switzerland. BMW Financial Services (Switzerland) Ltd will be the partner for leasing, financing and insurance solutions, while Alphabet Fuhrparkmanagement (Schweiz) AG will provide innovative business mobility solutions.

#### **About Alphabet**

Alphabet Fuhrparkmanagement (Schweiz) AG 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 innovative solutions, including for smartphones, Alphabet assists in the optimisation and continuous modernisation of fleets.

Alphabet has its headquarters in Munich and, as a subsidiary of the BMW Group, maintains the same high standards in terms of quality and processes as its parent company.

# ALPHABET

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.

For more information, visit [www.alphabet.ch](http://www.alphabet.ch)

LinkedIn: [www.linkedin.com/company/alphabet-schweiz-ein-unternehmen-der-bmw-group](https://www.linkedin.com/company/alphabet-schweiz-ein-unternehmen-der-bmw-group)

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