

Press release: Alphabet Switzerland

New brand values in a new look: Alphabet rolling out sweeping brand refresh

DIELSDORF, 25 October 2021 – Alphabet unveils a sweeping brand refresh. The redesigned logo and new corporate identity underscore the company’s current strategic focus and mark another big step into a new age of mobility.

Alphabet, one of the leading providers of sustainable business mobility solutions, has introduced a new brand image and focus – a major milestone for the mobility provider, which has been operating since 1997. “Alphabet is a forward-looking company. Recognising and anticipating trends, implementing new mobility solutions and technologies as well as being flexible overall when it comes to responding to changes are fundamental parts of our identity and philosophy. So, for us this was the ideal time for the next evolution of our brand image and to prepare ourselves for the changes that lie ahead for us,” says Markus Deusing, CCO of Alphabet International. One key aspect of this is intensifying the company’s commitment to sustainable mobility. “Sustainability is the fundamental issue determining the future – in all areas – and we want to play a pivotal role in shaping this future,” explains Deusing. In moving towards this goal, Alphabet offers the eMobility solution AlphaElectric. “Because, on average, company cars are driven more than twice as often as private cars, and also because they make up over 60% of all new cars sold in Europe, today’s fleets are responsible for a considerable portion of the emissions from road transport. This means that the electrification and, therefore, decarbonisation of fleets is particularly important if climate goals are to be met. Now more than ever, it is imperative that we not only tap into the full potential of our outstanding consulting expertise but also our creativity and excellence in the service of developing even more convenient and flexible services. This and partnerships rooted in trust with our customers and their drivers are what sets us apart from the competition.”

The company’s digitalisation services are another catalyst for confronting the changes ahead. The forward-looking nature of fleets is shaped by digital solutions that simplify how fleet managers and the drivers of company cars use mobility solutions on a daily basis. These solutions improve convenience and efficiency by making processes transparent and simple. AlphaGuide is one example of this type of convenient digital solution: the app has straightforward self-service features with connectivity in order to make mobility solutions as convenient as possible for stakeholders and users.

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The new brand identity aims to reflect our standard of personalised service and customer focus while also translating Alphabet's focus into a new market promise and claim: "Your mobility. Made easy."

Beginning with the new streamlined logo, Alphabet's design and brand image are now more memorable, inspiring and modern. To achieve this, we reinterpreted key design elements of the existing look and added new facets, lending the brand a more digital and lively effect. "The new design is as agile and modern as we are. But there's much more at work here than just aesthetics. Most importantly, it reflects the changes underway within the company," explains Deusing. The new look is characterised by a new design and freshly modern colour scheme – deep blue, warm coral and fresh blue. This is complemented by a new type face that gives the Alphabet brand a modern, digital character for optimised communication and interaction with customers and other stakeholders in 31 markets worldwide.

Alphabet's brand refresh emphasises the company's forward-looking positioning as well as its clearly defined set of values: responsibility, competence and partnership form the new foundations for the brand and aim to make Alphabet more coherent, modern and human. "We are actively working to drive this transformation for our customers and for ourselves. An exciting journey lies ahead," says Deusing.

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.

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

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