

Sustainability Policy

How we take responsibility

As a leading European mobility and leasing service provider, we take our responsibility for the future seriously. Sustainability is an integral part of our business strategy and plays an essential role in our mission to make our customers' transition to sustainable mobility easy and convenient.

At Alphabet, we take a holistic approach that balances three areas of sustainability: Environmental, Social, and Governance (ESG). Within this framework, the internal activities we undertake are aimed towards measurably reducing CO₂ emissions, ensuring a safe and inclusive work environment that enables our employees to thrive, and driving innovation in sustainable mobility solutions to secure both our business model and that of our customers in the long term.

This policy establishes a firm foundation for a culture of responsibility in all three areas. It contributes to defining and promoting behaviours that generate value for all stakeholders, facilitates the development of sustainable corporate mobility measures, and provides orientation and guidance for all actions carried out by our organisation.

Together we will play a decisive role in shaping the future of mobility.

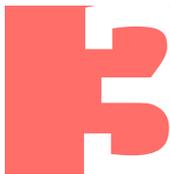
Our guiding principles



We comply with all applicable legislations, regulations and codes of practice and allow their future direction to guide our ambitions.



We drive innovation in our products and services to build sustainable and reliable mobility solutions for our customers.



We strive to minimise our carbon footprint by efficiently using and reusing resources, continuously reviewing our activities and setting reasonable goals.



We promote the reduction, reuse and recycling of waste materials to conserve resources and keep materials in circulation as long as possible.



We are committed to equal opportunities for all employees and ensure a safe, diverse, and non-discriminatory work environment.



We raise awareness and encourage participation in dealing with environmental matters throughout our organisation.



We are integrating sustainability considerations into all our business decisions.

Alphabet (GB) Limited, A BMW Group Company

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