

# 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**

As one of the market leaders in corporate mobility in Europe, Alphabet helps companies manage their fleet in an efficient and sustainable manner. Alphabet was founded in 1997 as a division of BMW Group and has since acquired extensive knowledge in the field of international fleet management and operational leasing. The comprehensive service it offers includes advice as well as financing. Alphabet's corporate mobility solutions are tailor-made to ensure that they satisfy companies' specific requirements.

With a portfolio of over 680,000 vehicles of all makes in 24 countries, it is one of the four major players on the market. In Belgium Alphabet currently manages over 52,000 vehicles, also good for a place in the top three.

Its expertise and technology enable Alphabet to play a leading role in Advanced Mobility Solutions: AlphaElectric offers businesses extensive eMobility solutions, AlphaCity provides a cost-saving Corporate Car Sharing arrangement and AlphaFlex allows companies to integrate a mobility budget. Our convenient AlphaGuide is an ideal app for all of our drivers on the road.

More information is available at: [www.alphabet.be](http://www.alphabet.be).

## **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](http://www.hedef filo.com).

### **Contact:**

Alphabet International  
Claudia Bauer  
Konrad-Zuse-Str. 1  
85716 Unterschleißheim  
Phone +49 89 382 17559  
E-Mail: [claudia.cb.bauer@alphabet.com](mailto:claudia.cb.bauer@alphabet.com)

achtung! GmbH  
Monika Stumpf  
Straßenbahnring 3  
20251 Hamburg  
Phone +49 40 45 02 10-987  
E-Mail: [alphabet.int@achtung.de](mailto:alphabet.int@achtung.de)