

Alphabet International press release

Καλώς ήρθατε: Alphabet enters the Greek market

- Alphabet International enters the Greek and another three new markets in one step and expands its reach in Europe
- By collaborating with Autohellas SA, Alphabet International is now present in Greece, Cyprus, Croatia and Bulgaria
- With this new partnership Alphabet extends its reach around the Mediterranean Sea and in the Balkans

MUNICH/12/12/2018 – Alphabet, one of the leading providers in Business Mobility, has made a large step forward to expanding its presence in Europe, in addition to its operations in Australia and China. By partnering with the leasing expert Autohellas SA , a Hertz Intl. Licencee, with a central office in Athens, the company enters four new markets at once, and now provides mobility solutions in 28 countries around the world. The new cooperation is a valuable addition to the existing Alphabet services and locations.

With the demand for modern mobility solutions steadily growing, Alphabet is committed to reaching as many customers as possible. Through gaining Autohellas SA as business partner, Alphabet is actively working towards this goal by expanding into the Greek market and, profiting from Autohellas' reach, securing the Croatian, Bulgarian and Cypriot markets as well. With this cooperation, Alphabet's clients gain access to the range of Alphabet compatible products and services available in all four countries – an important and welcome extension for many businesses.

Long tradition and experience in leasing

Autohellas SA is headquartered in Greece and has a long tradition and expertise in everything to do with leasing, as well as a key understanding of the markets in the Mediterranean and the Balkans. Back in the 1960s, founder Theodoros Vassilakis started the company, by acquiring the Hertz Franchise in Crete, one of the Greek Islands, with a fleet of 6 Volkswagen Beetles. In 1974 he became Greece Hertz Licensee and Autohellas SA was formed. since then becoming a leader in leasing and mobility in the country. With five fully equipped workshops across the country and more than 350 authorised service points, Autohellas (Hertz) is also providing a wide range of services beyond leasing, offering regular maintenance as well as emergency repairs, tyre changing, accident management and 24-hour road assistance.

“Autohellas holistic service approach, combining classic leasing topics with workshop expertise, aligns well with Alphabet's mission to guarantee customer satisfaction and to help companies achieve their goals by implementing the right mix of products and services,” says Richard Schooling, Chief Commercial Officer at Alphabet International.



Dimitrios Mangioros, Deputy General Manager of Autohellas SA, agrees that: "Joining forces to provide best-fit mobility solutions to international corporate customers is a logical and future-oriented step for Autohellas". The two companies are looking forward to a very productive partnership.

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 28 countries. For more information, please visit www.alphabet.com.

About Autohellas SA

As a Hertz Intl. Licensee Autohellas SA has been representing Hertz brand in the whole of Greece since 1974, introducing long-term leasing and fleet management to the market for the first time in 1989 and thereby meeting companies' needs in the region. By incorporating Autotechnica Ltd., the Bulgarian franchisee of Hertz Intl, in 2003, Autohellas widened its reach to the Balkans and by 2005 to Cyprus. Today, the company is present in eight countries total, successfully offering their expertise around the Balkans and the Mediterranean. For more information, please visit <https://www.hertz.gr/en/company>

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