

Alphabet International press release

Alphabet outperforms market growth

The fleet services provider reports further growth in 2015

MUNICH 22/03/2016 – Alphabet International, leading provider of outstanding Business Mobility, has reported strong performance and growth for 2015. While overall market growth totalled 2.1%, Alphabet grew by 8.5%. In terms of new business, the company also performed far above average, reporting excellent new business growth of 15%. In comparison, new business in the operational lease market grew by around 4% in the same period. Serving clients in 18 countries, Alphabet also reached, and surpassed, an important milestone in 2015: the fleet services provider now manages a portfolio of over 600,000 leased cars and light commercial vehicles.

Looking ahead to 2016, Alphabet is on a solid course for continued growth. The fleet management company remains dedicated to fulfilling individual client requirements. Its approach is to propose tailor-made solutions for each company, based on individual mobility requirements. Whether a business is looking for a leasing offer with comprehensive services or an innovative Business Mobility solution, Alphabet can fulfil these demands with holistic solutions like AlphaCity or AlphaElectric. “Above all, companies today seek solid consulting and efficient, tailor-made fleet solutions. That is precisely what they can expect from Alphabet,” says Norbert van den Eijnden, CEO of Alphabet International.

Despite its success and solid footing in the leasing market, Alphabet is not resting. The company is always sharpening its focus on upcoming trends. For instance, in 2015 Alphabet responded to the increasingly digitalised world with the re-launch of its AlphaGuide app for smartphones. The new, redesigned version provides a wide range of useful information and features that enhance the mobility experience. 2016 will see updates to the dynamic app that further improves Business Mobility for users and fleet managers alike.

“By prioritising the mobility needs of our clients and staying ahead of trends, Alphabet is ready to continue its success in 2016”, adds van den Eijnden.

About Alphabet

Alphabet is a leading provider of Business Mobility in Europe and Australia. 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 gathered 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 more than 600,000 leased cars and light commercial vehicles of all makes and is ranked fourth in the market. Applying its expertise and technology, Alphabet also pioneers the creation of Advanced Mobility Solutions: AlphaElectric offers companies comprehensive eMobility, while AlphaCity is a cost-effective Corporate CarSharing option. Alphabet has its headquarters in Munich, Germany and is represented in 18 countries. For more information, please visit www.alphabet.com.

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