

Alphabet International

Alphabet updates AlphaGuide app to full-fledged digital partner

MUNICH 12/09/2016 – Alphabet International has updated its popular AlphaGuide app for smartphones with a host of new and enhanced functionalities. Clients of the leading fleet management and leasing provider now have access to a comprehensive digital mobility partner with new travel planning options, customised access to contract data and enhanced service partner search.

This next AlphaGuide release has expanded the possibilities to meet business mobility needs. Once more downloaded and installed, users can plan their individual trips using a variety of means, from bikes, to public transportation or a car. It also provides information for travelling on foot. Besides finding the fastest itinerary, the app syncs with the user's calendar and real-time traffic information to ensure a smooth and time efficient trip. It will even inform the user when to start his or her trip in order to make the destination on time. Even greater flexibility is guaranteed thanks to the integration of Uber services like UberBlack, Van or UberX, based on market availability, into the AlphaGuide.

"The new features really optimise the AlphaGuide user experience," says Carsten Kwirandt, Head of Marketing and Business Development at Alphabet International. "And because the app has access to the client's contract data, users can enjoy the best journey solution for any given mobility activity. It's at the tip of their fingers."

In addition to locating the nearest petrol station, charging station, repair workshops or other service partners, it now provides country-specific information about special points of interest with a variety of services tailored to the driver's needs, or available deals. And there's more: With the new release, the users have access to even more information related to their contracts, like the fuel card service provider.

Following a successful pilot trial in several countries, a driver-friendly damage reporting functionality was added to AlphaGuide's features. It is designed to facilitate processes in case of an accident. The app allows for easy upload of images of the situation on the ground. The user can also store notes on the event, plus the contact information of the parties involved. This functionality is now available in all countries, where Alphabet offers its services (except Denmark).

"We launched AlphaGuide in 2015 as a dynamic system that evolves with client needs and available technologies," says Carsten Kwirandt, "and the current update is proof that we are living up to our commitment."

AlphaGuide comes in iOS, Android and Windows versions. The iOS and Android versions are compatible with the corresponding smartwatches. The application along with the updates is available in eleven countries: Austria, Belgium, Denmark, France, Germany, Luxembourg, Poland, Spain, Switzerland, The Netherlands, and the United Kingdom. Australia and Sweden are to be added to the list in the near future.

For more information, please visit <https://www.alphabet.com/en-ww/alphaguide>.

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 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 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 and the mobility app for smartphones, AlphaGuide, makes life easier for its users. 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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