

## Alphabet Belgium Press Release

### Alphabet introduces next milestone in Corporate CarSharing

- **Our innovative CarSharing solution AlphaCity is now available for multiple car brands**
- **Furthermore electric vehicles (Evs) and light commercial vehicles (LCVs) can be integrated into the tailor-made solution**
- **The AlphaGuide driver app now integrates the AlphaCity booking functionality that allows users to make reservations anytime, anywhere – for business or private usage**
- **The booking platform provides a fully automated solution, reducing administrative efforts drastically and saving fleet managers time and cost**
- **More than seven years of experience makes Alphabet the leader in Corporate CarSharing**

Aartselaar - 11/06/2018 – Customers of the innovative Business Mobility provider Alphabet can now profit from a broader range of vehicles within the keyless CarSharing platform AlphaCity: from smaller car segments up to premium cars, LCVs and Evs. Furthermore, the solution has a completely redesigned booking platform.

Alphabet developed a mobility ecosystem that goes far beyond “only” Corporate CarSharing, but AlphaCity covers multiple forms of CarSharing. The innovative solution provides an assortment of different use cases such as Hotel and Business Parks, Residential CarSharing, Replacement Vehicles and more.

Expanding and enhancing AlphaCity was a logical next step for Alphabet : “We continue offering our clients the best-fit Business Mobility solution for their company. Improving our highly-successful product AlphaCity is our latest way of doing so”, says Erik Swerts, Managing Director at Alphabet Belgium.

#### **AlphaCity integrated into AlphaGuide app**

A further development sees AlphaCity bookings being integrated into the enhanced AlphaGuide app. “The new feature advances AlphaGuide to the next level of user experience,” Erik Swerts continues. “From today, users have the option to book their vehicles in a few easy steps using the app, while enjoying all of the other mobility features of our app at their fingertips.”

The new AlphaGuide design improves the user experience with faster flows and an enhanced look and feel.

To find the AlphaCity section, users simply open the all new AlphaGuide app and select AlphaCity from the menu. Users can book a car for business and private purposes according to the company rules and see all upcoming bookings in detail as well as pick-up location, price, date and time (car details, data privacy and terms of use). Furthermore, users can access and cancel current bookings and use the search function of station based vehicles.

## Leader in Corporate CarSharing

This next-level CarSharing offer is already available to clients in eight markets. With seven years of experience in Corporate CarSharing development and operations, Alphabet consults and supports its customers throughout the whole implementation process to ensure a smooth transition. With the fully automated solution, administrative efforts are reduced drastically by saving fleet managers time and cost and keeping employees mobile. In summary, the enhanced AlphaCity solution is meeting all user requirements. Launched in 2011, AlphaCity quickly positioned Alphabet as a frontrunner and innovator in the Corporate CarSharing market. In the last seven years, AlphaCity has grown to encompass 21,000 active users in eight markets, solidifying Alphabet's pole position.

[Watch our interview](#) about Corporate CarSharing  
*with Christoph Wachtmeister, Product Manager AlphaCity at Alphabet International*

## 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 21 countries, it is one of the four major players on the market. In Belgium Alphabet currently manages over 51,000 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).

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