



Driving sustainability.  
A responsible approach to  
carbon management.

# Three steps for a greener fleet

At Alphabet, we help our customers minimise their carbon footprint. Taking a holistic approach to fleet mobility, we aim for the best possible outcomes within the framework of our customers' concrete needs. Our carbon management philosophy is based on an 'avoid, reduce and compensate' action plan.

First and foremost, we help our customers to avoid carbon emissions since this is the most effective way to combat the effects of climate change. Of course this is not always feasible, so we then aim to reduce emissions to the greatest possible extent. Building on the success of our proven 'avoid' and 'reduce' initiatives, we have rounded out our carbon management programme to reduce the impacts of carbon emissions with a CO<sub>2</sub> compensation programme.

This gives our customers the flexibility to choose and combine the eco-friendly initiatives that are best suited to achieving their corporate social responsibility targets.



## Avoid

We offer a range of products and concepts to help avoid CO<sub>2</sub> emissions in the first place. Our tried-and-tested AlphaElectric products, for instance, are excellent examples of our success in this area. They give customers an easy way to manage fleet emissions by replacing regular combustion engines with electric cars. This avoids the carbon emissions otherwise released by combustion engines. AlphaElectric cars charged with green electricity set a true sustainability benchmark by giving eco-aware customers a zero-carbon mobility option.

Our AlphaCity programme gives customers another way to avoid carbon emissions by reducing the number of vehicles in a fleet. These cars can then be used more efficiently as they are shared by a number of employees. In addition, all AlphaCity vehicles feature the latest fuel-efficient technologies to further cap CO<sub>2</sub> emissions.

## Reduce

Where emissions are unavoidable, we seek to reduce the environmental impact of motoring. Here a number of measures aiming at optimising customers' fleet efficiency play a valuable role.

In-depth car policy consulting helps our customers to identify the fleet cars and combinations that promise the greatest carbon footprint reductions. And our Eco Driver Training courses have already made a vast contribution to improved sustainability performance. Here we advise companies on various ways of raising carbon awareness – through fuel-saving competitions for instance. Many companies also make fuel-efficient cars available to employees for private use.



## Compensate

Our carbon compensation offering completes our carbon management portfolio. It is ideal for companies that are keen to improve their sustainability performance by neutralising the climate impact of their fleet. Here we give customers the option of compensating for their own emissions by purchasing certificates in carbon-reduction projects.

This programme demonstrates that protecting our climate does not have to be an expensive undertaking. The cost of CO<sub>2</sub> compensation rarely exceeds two percent of fuel costs. This is a zero-hassle option for our customers as our entire climate balance programme is managed and delivered worldwide through our trusted partner First Climate AG.

## About First Climate

First Climate is a leading global project developer and service provider in climate protection and water sustainability. First Climate enables its clients to engage in environmental, economic and social projects aimed at reducing emissions around the world. Together with its customers, First Climate has compensated over 15 million tonnes of greenhouse gas emissions through verified climate protection projects to date. First Climate projects are certified according to the highest international standards.



**Company**

Alphabet International,  
A BMW Group Company

**Postal address**

BMW AG  
80788 Munich  
Germany

**Office address**

Georg-Brauchle-Ring 50  
80992 Munich  
Germany

**Phone** + 49 89 382-10421

**Fax** + 49 89 382-7010421

**E-mail** [international@alphabet.com](mailto:international@alphabet.com)

**Internet** [www.alphabet.com](http://www.alphabet.com)

**Company**

First Climate Markets AG

**Postal address**

Industriestr. 10  
61118 Bad Vilbel  
Germany

**Phone** + 49 6101 55658-0

**Fax** + 49 6101 55658-77

**E-mail** [firstclimate@alphabet.com](mailto:firstclimate@alphabet.com)