



AlphaElectric

Get the full potential from  
your eMobility.

Alphabet

# A power of good for your fleet.

The ever-rising price of petrol and increasing regulation against CO<sub>2</sub> emissions mean it's time to take a new look at eMobility.

Today, the latest developments in electric vehicle technology together with increasing legislation against CO<sub>2</sub> emissions and government subsidies for sustainable transport make compelling financial reasons for including eMobility in your fleet.

As well as being a win for your budget, it's a positive demonstration of your company's green credentials. With tighter regulations and changing social values, there's never been a better time to implement electric vehicles in your company.

Alphabet is a leading provider of Business Mobility and, with AlphaElectric, offers a comprehensive solution to implement eMobility into your fleet. We are committed to helping you implement cost-effective transport schemes with a comprehensive range of services that give you efficient, economical electric vehicle fleet management together with sustainable policies that reduce pollution.

The time to move to eMobility is now. And, at Alphabet, we'll be happy to show you the way. Take a look at what we can do for you.



# A breath of fresh air for the environment.

With diminishing natural resources and greater emphasis on the environment, eMobility is making the headlines. Take our word for it. And that of our customers, too!



*“Our clients’ requirements drive how we do business. We get things moving every day – through our comprehensive consulting, flexible service and individualised support. AlphaElectric is the innovative result of this feedback and directly addresses your business requirements.”*

**Uwe Hildinger,**  
CCO Alphabet International



*“We’ve created a holistic product offering that breaks down the barriers to eMobility and fulfils all our customers’ needs.”*

**Carsten Kwirandt,**  
Head of Marketing and  
Business Development

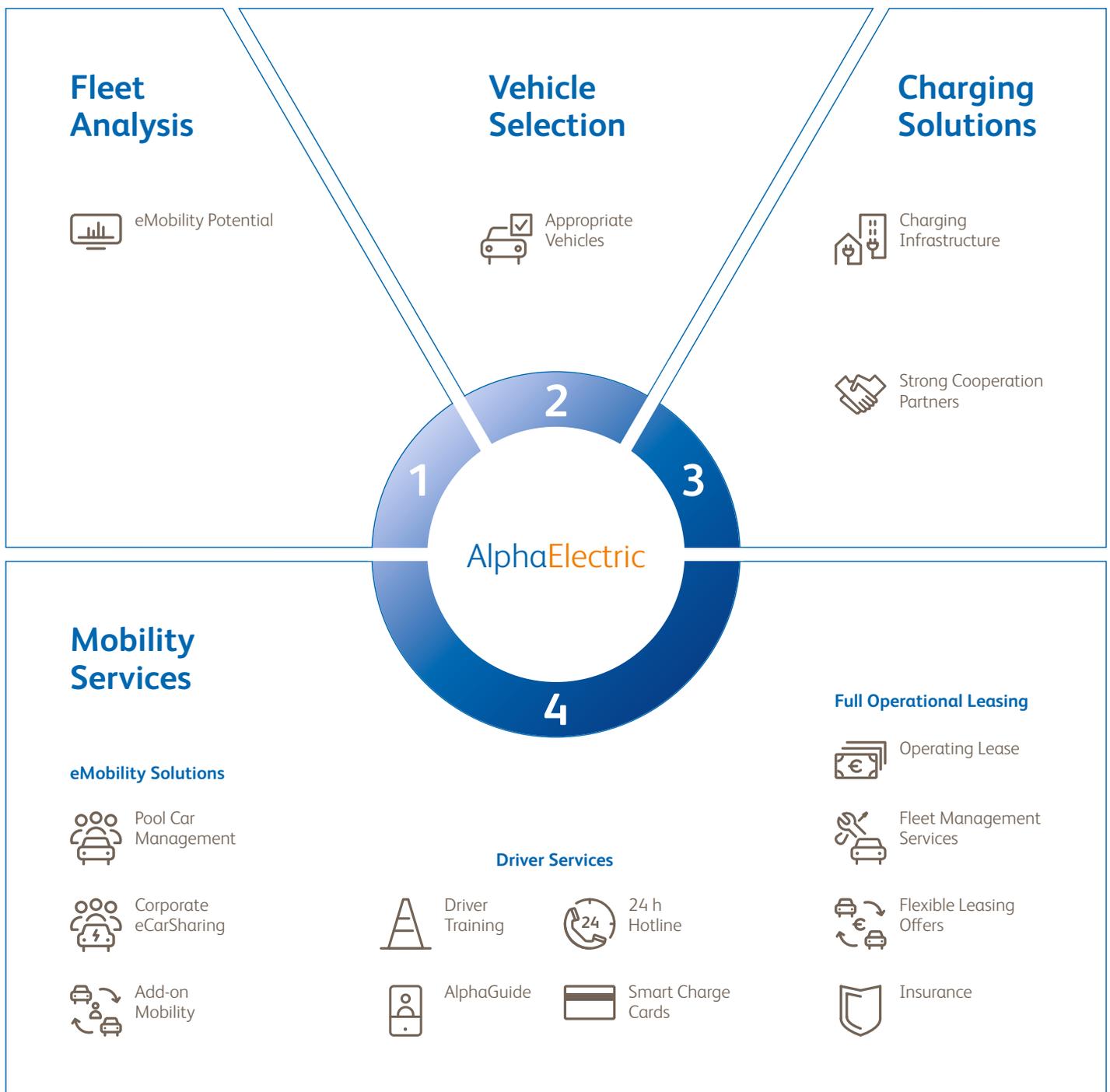
*“With Alphabet’s Electrification Potential Analysis we were able to set up the driving profile of our fleet. We found that 30 per cent of the existing fleet could be replaced by electric cars.”*

**Marco Martina,**  
Partner Deloitte Consulting, Italy



# A world of empowerment under one roof.

From consulting and initial analysis to vehicle selection, charging infrastructure and Mobility Services, AlphaElectric provides you with everything you need around eMobility.



# A holistic approach that will electrify you.

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## 1 Fleet Analysis

When you're introducing eMobility to your fleet, you want to be sure you make the right decisions, first time round. AlphaElectric's advanced Electrification Potential Analysis (EPA) gives you cost transparency and lets you know which options are best together with their impact on CO<sub>2</sub> reduction and cost optimisation. Journey and vehicle utilisation data give you a unique insight into the economic and ecological advantages of electric vehicles.



### 1. Track

To run the EPA, we first establish the driving profile of your fleet. We do this by temporarily equipping the cars with GPS loggers that then track and record driving metrics such as distances travelled, speed, acceleration behaviour and parking habits.



### 3. Consult

We then channel these findings into concrete, actionable suggestions delivered through our sales consultants. They will advise you on the types of vehicles suited to electrification and tell you the quantity, locations and type of charging stations you would need.



### 2. Evaluate

The analysis evaluates different scenarios, depending on whether your overarching priority is to optimise TCM or reduce CO<sub>2</sub>.

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## 2 Vehicle Selection

Based on our analysis of your electrification potential together with relevant policies and regulations, we'll make recommendations on the type and mix of combustion engine and electric vehicles that provide the best fit for your needs.



### Appropriate Vehicles

Impartial advice to ensure that you get the right mix of vehicles for your fleet from a choice of manufacturers.

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## 3 Charging Solutions

Once you've decided on your fleet's electric vehicles, you'll need a charging infrastructure. We'll examine the options using the information from the initial fleet analysis to ensure the best fit for your requirements and propose solutions tailored to your fleet's requirements. AlphaElectric offers a range of charging infrastructure options to deliver the power you need.



### Charging Infrastructure

Ensures you get the best combination of public and private charging for your fleet.



### Strong Cooperation Partners

Our established, reliable expert partners give you the latest in charging technology and installation services.

## 4 Mobility Services

Our comprehensive services ensure that you continue to profit for the full duration of the contract. From financing and fleet management to a range of driver services and additional eMobility services, we provide everything you need for all-round fleet management.

### Full Operational Leasing



#### Operating Lease

Fixed rate payments and no residual value risk.



#### Fleet Management Services

For effective, integrated management of your entire fleet, including maintenance and repair together with accident and tyre management.



#### Flexible Leasing Offers

Ensure flexibility with vehicle rental for long journeys or if larger vehicles are needed.



#### Insurance

Insurance services that provide the same classification as combustion engine vehicles with additional modules that provide maximum protection for electric vehicles.

### Driver Services



#### Driver Training

Helps your employees to get the greatest economy and efficiency out of their electric vehicle.



#### 24 h Hotline

A 24/7 driver hotline for round the clock assistance.



#### AlphaGuide

iOS and Android app shows drivers the location of the nearest charging station.



#### Smart Charge Cards

For billing charging costs and providing utilisation data.

### eMobility Solutions



#### Pool Car Management

For a simple, effective fleet management.



#### Corporate eCarSharing

Helps optimise vehicle utilisation while reducing costs and administrative effort.



#### Add-on Mobility

Give the freedom to switch to combustion engine vehicles for longer journeys at short notice via 24 h hotline.



# Unparalleled experience for you to plug into.

AlphaElectric is about more than just a full service leasing offer for electric vehicles; it's an entire eMobility ecosystem that provides all the services and expertise you need for electrifying your fleet. And with our tailor-made packages, you can take as much or as little as you need. The choice is yours!

- We from Alphabet as eMobility experts understand your requirements and support you throughout the implementation process.
- The EPA gives you uniquely detailed information about your fleet's electrification potential.
- Professional consulting services give you impartial advice to guide you through the selection of appropriate vehicles and charging solutions.
- Mobility Services give you all-round support to ensure you get the most out of your investment.
- AlphaCity with the BMW i3 offers an innovative Corporate eCarSharing concept for a sustainable, emission-free mobility.



# A suite of services tailor-made for you.

With eMobility, every situation is different. Which is why AlphaElectric gives you the flexibility to work the way that's best for you. Every step of the process, from analysis through to delivery of Mobility Services is tailored to your requirements.

You take as little or as much as you need – either a holistic approach from start to finish, or select specific elements. The choice is yours. Your personal mobility expert accompanies you throughout every phase of the process, beginning with alignment on the scope of your package, deciding which services are appropriate for your company and your fleet. During the initial phase, for example, the EPA can be adapted to suit the size and distribution of your fleet, providing a unique insight into the effects of integrating eMobility into your fleet. No matter what your situation, you can rest assured that our experts will be there to ensure a perfect fit.



# Get the hard facts about effortless implementation.

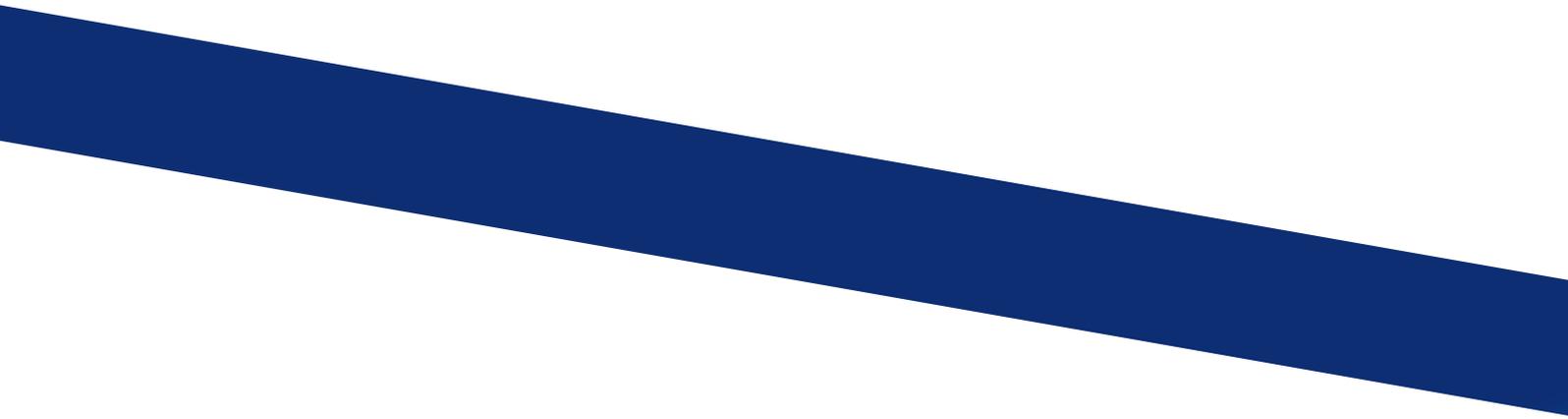
We'll be happy to give you more detailed information or arrange a meeting with one of our eMobility experts to show you how you can benefit from eMobility. Call us to find out how your company can successfully implement eMobility in your fleet and make a sustainable difference to your bottom line as well as to the environment.

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Scan the QR code for quick, direct insight into AlphaElectric and the benefits that eMobility has to offer.





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