



AlphaElectric

Empower your mobility

11/2020

www.alphabet.com/alphaelectric



Drive your business with future-proof mobility

Reap the benefits of electromobility

Combine profitability with sustainability and strengthen your company image in the process. The efficient and cost-effective application of electric vehicles makes this possible. All you need is a comprehensive eMobility solution. And that's exactly what AlphaElectric can offer you. Then you're all set to take advantage of the very latest in electromobility.

Reach your sustainability goals faster



Optimise total operating costs



Boost your image



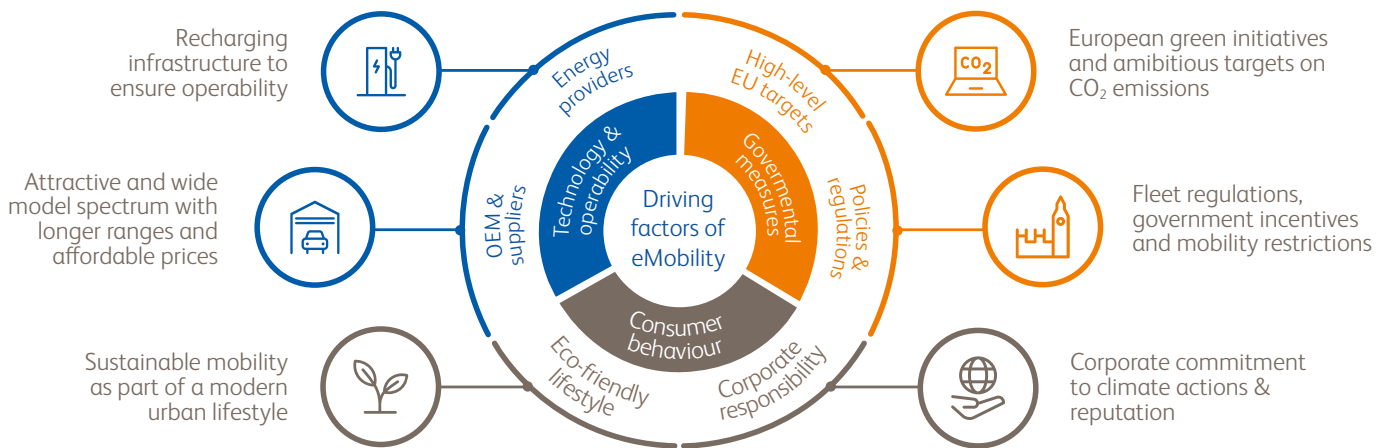
Foster attraction and retention of employees



The driving force of eMobility

It's closer than you think

Electromobility is the prerequisite of a green world, and despite some challenges, there are three main forces pushing towards the complete integration of electromobility into daily life. These are our governments, key industry players and our own purchasing behaviour. The facts speak for themselves – electric vehicles meet all the requirements for the successful introduction into modern fleets.



Green light to drive in urban areas that prioritise sustainability

Local programs that offer free or reduced-price parking for electric vehicles, or allow less pollutant vehicles to drive in areas off limits to petrol-driven cars, have proven to be very effective. Furthermore, in most cities, you can now find mature public charging infrastructures.



Positive effect of cheaper batteries on eCar pricing

Latest technology developments and economies of scale are reducing the high upfront costs of electric vehicles compared to petrol-driven vehicles. This is positively affecting the growth of the eMobility market.



Car manufacturers now significantly expanding their eCar range

Stricter CO₂ emission targets have had an immediate impact on market development. OEMs are increasing their eModel range and are now producing great-looking, well-designed and practical electric vehicles in ever-increasing quantities.



Go electric and take advantage of comprehensive advice

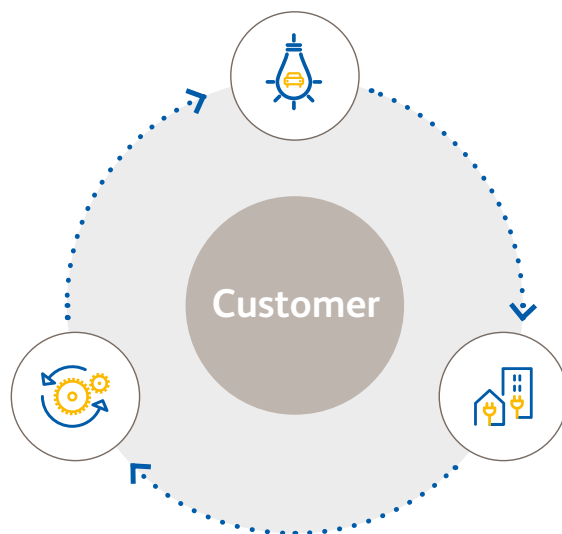
Ease your way into effective electromobility

The task

We'll help you develop your international electrification strategy and ensure its smooth implementation at local level with a plan specifically tailored to your mobility needs.

Our approach

A complete solution with everything you need to achieve cost-effective electrification. Our eMobility experts provide comprehensive advice along the whole electrification journey. Together with you, we'll plan and realise your ambitions of achieving sustainable business mobility by applying a three-step approach.



Consulting

Starting with an assessment of your fleet, we'll develop, together with you, an electrification strategy for your international fleet management.

Implementation

Our international and local experts will be by your side in the different countries when it is time to implement your solution. Alphabet can draw on a wide network of reputable charging partners throughout Europe.

Daily operations

After the implementation of your charging solution, we'll make sure your fleet is continuously optimised with tools that provide a current overview of your fleet's performance. Our add-on mobility services help ensure your drivers are always on the road.

CONSULTING

Electrification potential



Make it worth your while

Comprehensive and tailored evaluation



The route towards electrification starts with an individual consultation with our eMobility experts to determine your electrification potential. We'll support you in meeting challenges such as CO₂ specifications or cost targets, and take into account your individual needs. We'll conduct a thorough assessment to establish if and what type of electric mobility would best suit your fleet.



Fleet analysis

Key to developing an optimal eMobility solution is a qualitative and quantitative analysis of your fleet. We'll use real data to analyse driving behaviour. And on the basis of driving profiles and usage patterns, we'll provide clear decision criteria for every vehicle as to whether to electrify or not.

Find out more about our analysis strategy approach on our website: www.alphabet.com/MCT



Electrification strategy

Alphabet helps you to develop a holistic electrification strategy with tangible objectives and thorough planning. Your company goals first need to be defined: whether it's reducing CO₂ emissions to the minimum, achieving the same costs as for petrol-driven cars or simply optimising your costs. Once these goals are in place, Alphabet will support you in developing a suitable strategy. Factors such as taxation and your carbon footprint will, of course, be taken into consideration.



International eCar policy

A revision of your car policy is essential for the smooth implementation of your eMobility solution. Our international eCar policy package provides all the documents and the framework you need to get started with eMobility. This includes an eGuide that you can simply integrate into your existing car policy. Our template provides suggestions on how best to control processes related to car selection. This involves the precise calculation of employees' total mobility costs, and it provides practical suggestions on selecting and managing the right charging approach for your company.



TCO Consulting

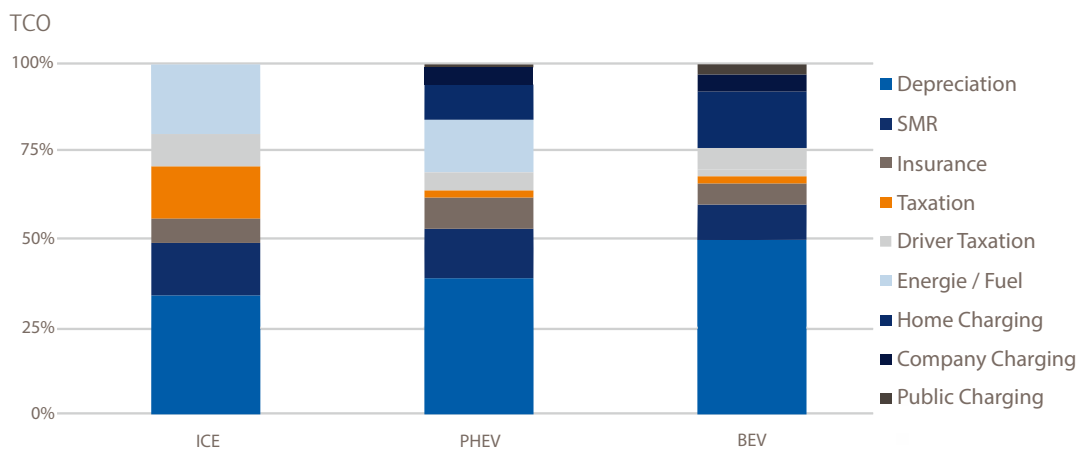
Electric vehicles (EVs) and plug-in hybrid cars (PHEVs) now present companies with excellent opportunities to reduce Total Cost of Ownership (TCO).

As illustrated in the eCar policy section, we take into consideration all factors that have an impact on fleet costs and compare different types of powertrains. These include acquisition costs, SMRs, insurance, tyre management, fuel & energy management and charging infrastructure.

We also take into account, of course, the diverse range of fiscal measures that European governments are currently offering, both on a national and regional level.

Fleet regulations and incentives are different from market to market. Our experts would be happy to advise you on specific details of individual fleet funding solutions.

Finally, but just as important, all these factors will be aligned to and consistent with your fleet electrification strategy, and we'll advise you on your optimal fleet composition. Indeed, we will establish the mix of electric vehicles, plug-in hybrids and petrol-driven cars that best corresponds to the usage patterns of your drivers.



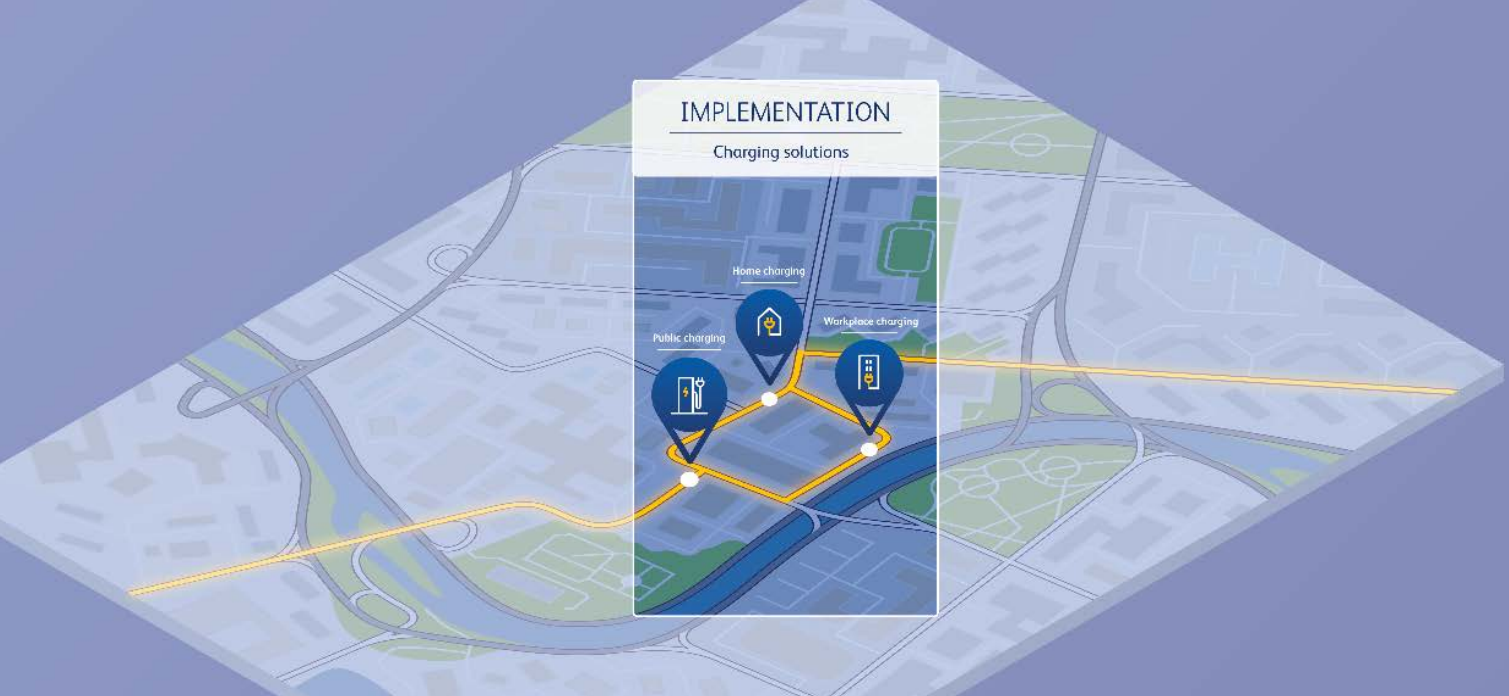
Source: Alphabet International (September 2020), internal research mainly based on ACEA (European Automobile Manufacturers' Association)



Charging strategy

The right charging infrastructure is fundamental when it comes to electrifying your fleet. We'll recommend the ideal charging network for your company based on the results of our fleet analysis. For example, what is the optimal number of charging stations you should install at your work premises? Alternatively, you could install them at your employees' residences, so that they can always leave home fully charged.

We will also consider the public charging infrastructures available in your areas. To this end, we can draw on an extensive network of outstanding electricity providers at national level. This enables us to develop an international concept and implement it in the different countries quickly and easily.



Smart charging solutions that generate value

The clever way to charge



Once the strategy is in place, our eMobility experts will start make exciting possibilities a reality for your company. One of our defining areas of expertise is to deliver a seamless charging experience. We'll assist you throughout the entire process, from ordering, installing and maintaining charging stations – for you at work and for your employees at home.



Public charging

Our integrated fuel and charge cards let your employees use public charging stations, tank up, make cashless payments and use other services like car washes, at any time while they're on the road. Alphabet can manage the card handling for you, calculate charging expenses per vehicle – and provide you with continuous online reporting for further analysis.



Home charging

Giving your employees the possibility to leave home fully charged is key to reducing range anxiety. Alphabet can offer you cost-efficient wall boxes for your employees with billing capability. Home charging can play a pivotal role in the successful acceptance of electrification.

All costs and prerequisites will be analysed and indicated: from delivery and maintenance of the charging stations at the employee's home space, regular inspections, to what to do when an employee leaves the company or moves to another location.



Workplace charging

We'll implement the best possible charging concept to meet your needs at your company premises. This will follow an assessment of the structural conditions for the installation and the most advantageous positioning of the charging facility. You can conveniently lease our charging solutions if you are also leasing Alphabet vehicles. We have the most suitable solutions to meet all your requirements – from simple to smart. And we offer attractive instalments and flexible terms with the option to purchase at the end of the lease contract.



We're here to make sure things run smoothly

Your long-term win-win partnership



Our experts ensure the smooth running of your fleet so your employees stay on the move at all times. Thanks to our additional mobility services and CarSharing solutions, it has never been easier to achieve your goals. Furthermore, our reporting services provide you with the current status of your fleet at a glance.

Besides providing round-the-clock support for your drivers, we also help you continuously optimise your fleet's efficiency so you can unlock its maximum potential. Transparency is a core value for Alphabet, which is why you will find a detailed, up-to-the-minute overview of costs and expenses in the dedicated portal.



Evaluation and optimisation

We'll continue to work with you after the initial implementation. Our experts apply innovative tracking tools as well as online reporting and management technologies that evaluate and monitor your fleet to deliver even more value at every opportunity. Based on the usage data and insights we get, we will advise you how to meet the objectives that we have defined in your electrification strategy.



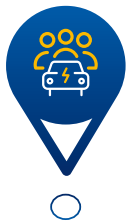
Billing & reporting

The centralised billing system for drivers' charging operations creates transparency and facilitates processing – eliminating the cumbersome collating of receipts.



Driver support

Alphabet is committed to providing excellent customer care. We offer a variety of services to support your drivers to get started with eMobility and answer all questions concerning it over the contract life cycle.



Corporate CarSharing

You can enable all employees in your company to drive electric. Our AlphaCity Corporate CarSharing solution makes this possible. The flexible use of vehicles not only increases employee motivation – it also reduces general costs.

Result

Increased cost-effectiveness thanks to the higher utilisation of your vehicles.

Discover more at alphabet.com/alphacity



Add-on mobility

Our AlphaRent service can respond swiftly and flexibly to your additional mobility needs by providing attractive rental cars for short and long-term periods. So regardless of whether you need a vehicle for one day or several months, you benefit from our attractive conditions and comprehensive services.

Result

You stay mobile at all times whatever your additional mobility needs.

Discover more at alphabet.com/alpharent



Your benefits

Cost-effective electromobility with AlphaElectric

- ✓ **One unique point of contact**
- ✓ **Comprehensive personal consultations and support from our eMobility experts**
- ✓ **Complete eMobility solution with everything you need for efficient electrification**
- ✓ **Wide range of electric vehicles and plug-in hybrids to choose from**
- ✓ **Attractive leasing solutions for your electric fleet**
- ✓ **Full support with implementation of charging infrastructure**



Join us on the eMobility route to sustainability

Get in touch to get started.

Take advantage of the support provided by our highly experienced eMobility experts. They will help you plan and implement a tailored, cost-effective eMobility solution that best meets the needs of your business. Whether you need assistance on selecting the most suitable vehicles, charging infrastructure or eMobility funding, we'll provide unbiased advice to help you make the right decisions.

Make an appointment with one of our consultants today.

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